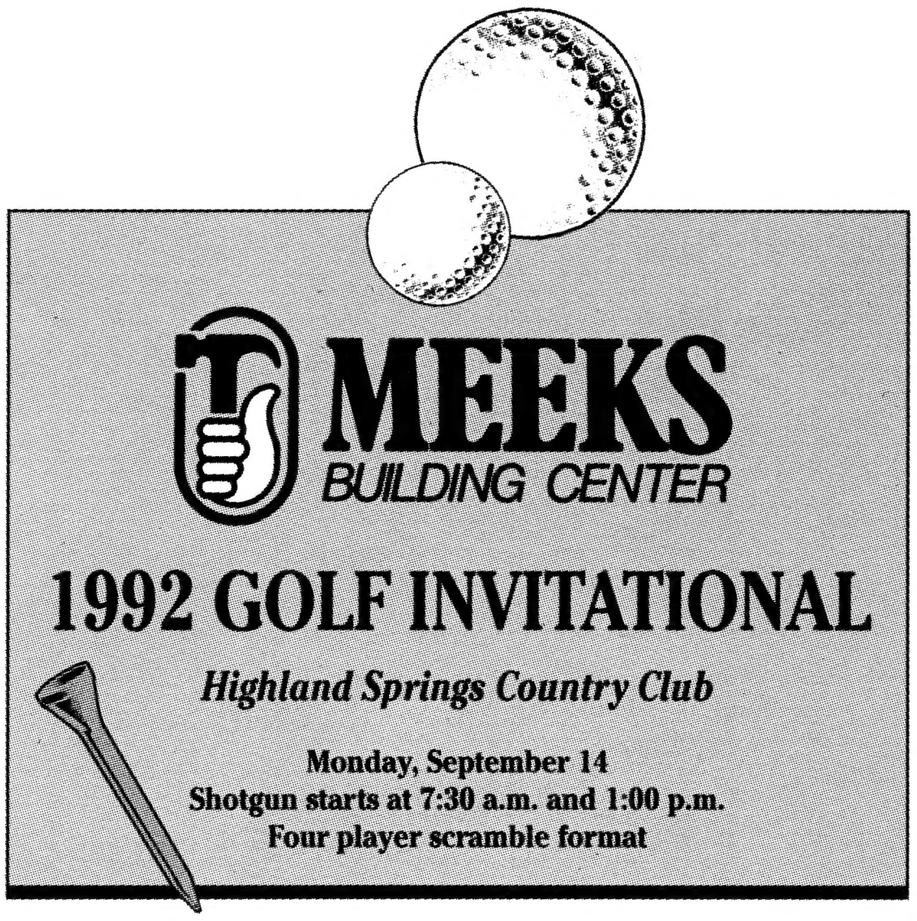
TearSheet

May 1993

Case Histories

Debbie Custer-Pearson
Graphic Artist
MEEKS BUILDING CENTER
330 N. Jefferson Ave.
Springfield, MO 65806

Golf scene from April 85 *PMS,* page 8, used on die-cut piece for a golf invitational. Die-cut golf ball passes through slit in second die-cut ball to keep piece closed. Invitation opens to art from March 83 *PMS,* page 8 – golf shoes removed, and tees and golf balls repeated. Printed in red, blue, yellow, and green.



Case Histories

Chris Wolverton
Sales Artist
GTE DIRECTORIES
1200 Melody Ln., Ste. 100
Roseville, CA 95678

Original lettering removed from August 92 *PMS,* page 4, art and replaced with "City Bistro." Checkerboard pattern added to bottom of layout. Printed in blue and black for yellow pages ad, and in silver and black for flyer.

Case Histories

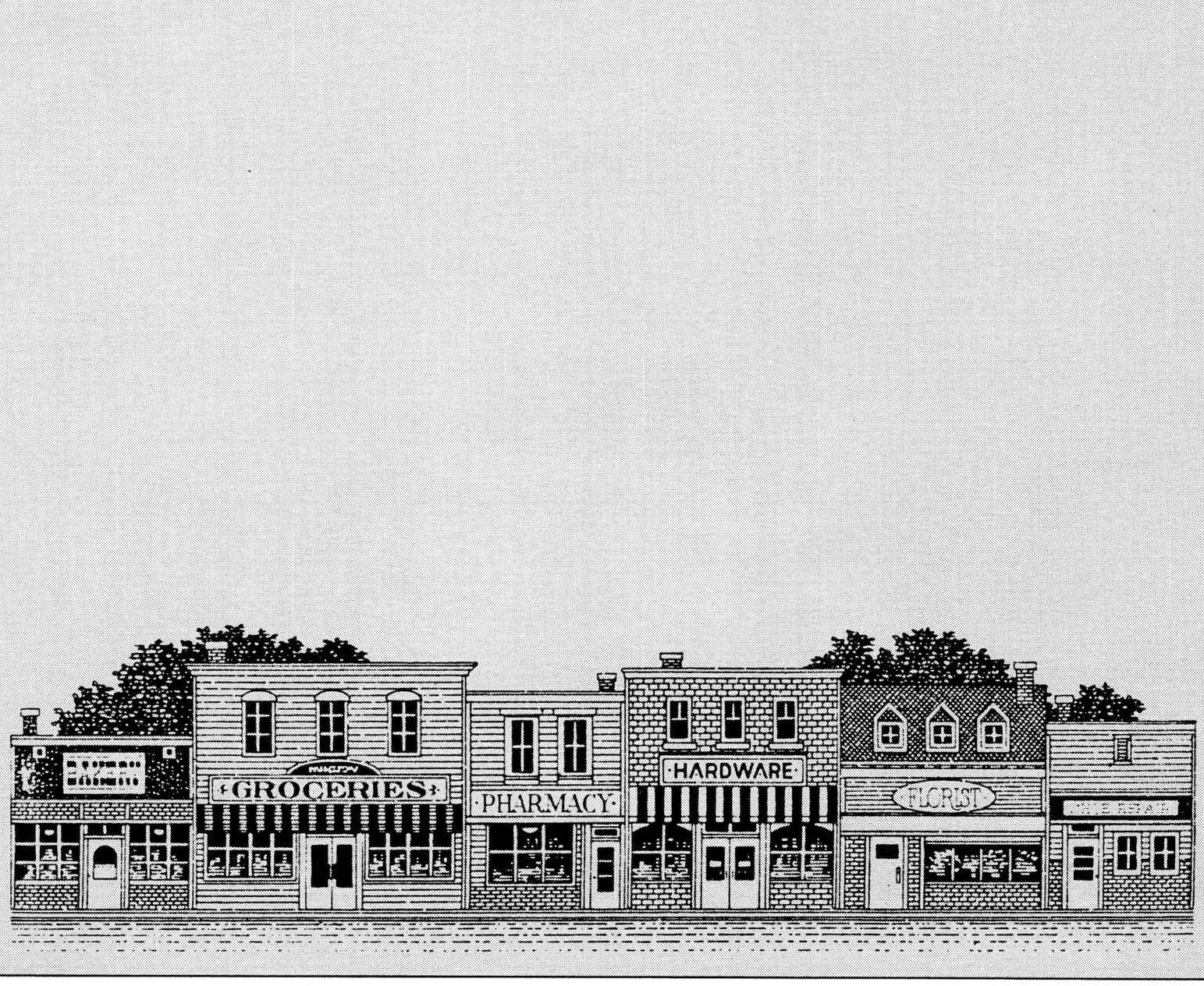
Leslie Gleason
Graphic Artist
PRESSTO GRAPHICS
650 Hwy. 70
Lakehurst, NJ 08733

Quaint, old-fashioned storefronts promote Neighborhood Preservation Program on organization's stationery. Art used as originally presented in September 92 *PMS,* page 18. Printed in olive green and burgundy on cream colored stock. The olive green ink nicely picks up the greenish flecks in the paper.

Neighborhood · Preservation · Program

13 Main Street · Englishtown · New Jersey 07726
Tel: 908/446-3203 Fax: 908/446-4979

NANCY JOHNSON
Coordinator



Case Histories

DeAnne Musiel
Copy & Layout Artist
LODI NEWS-SENTINEL
125 N. Church St.
Lodi, CA 95240

Wedding couple from January 92 *PMS*, page 26, is featured on call to advertisers for a special wedding section. Musiel says, "I needed an eye-catching piece of artwork to finish this ad. As usual, *PMS* came through." Printed in black and screens of black on newspaper stock.

Advertisers

The Lodi News-Sentinel will be publishing a special wedding section on Tuesday, February, 9th, 1993. The large variety of businesses that make up today's wedding is nearly limitless . . from proposals to setting up house. This special tabloid is devoted entirely to the wedding market and is an ideal section to let your services be known!

Deadline: Feb, 2 Publish: Feb. 9

Call today to reserve you space
DISPLAY ADVERTISING
Lodi **369-2761** ◆ Stkn **948-5634**

Case Histories

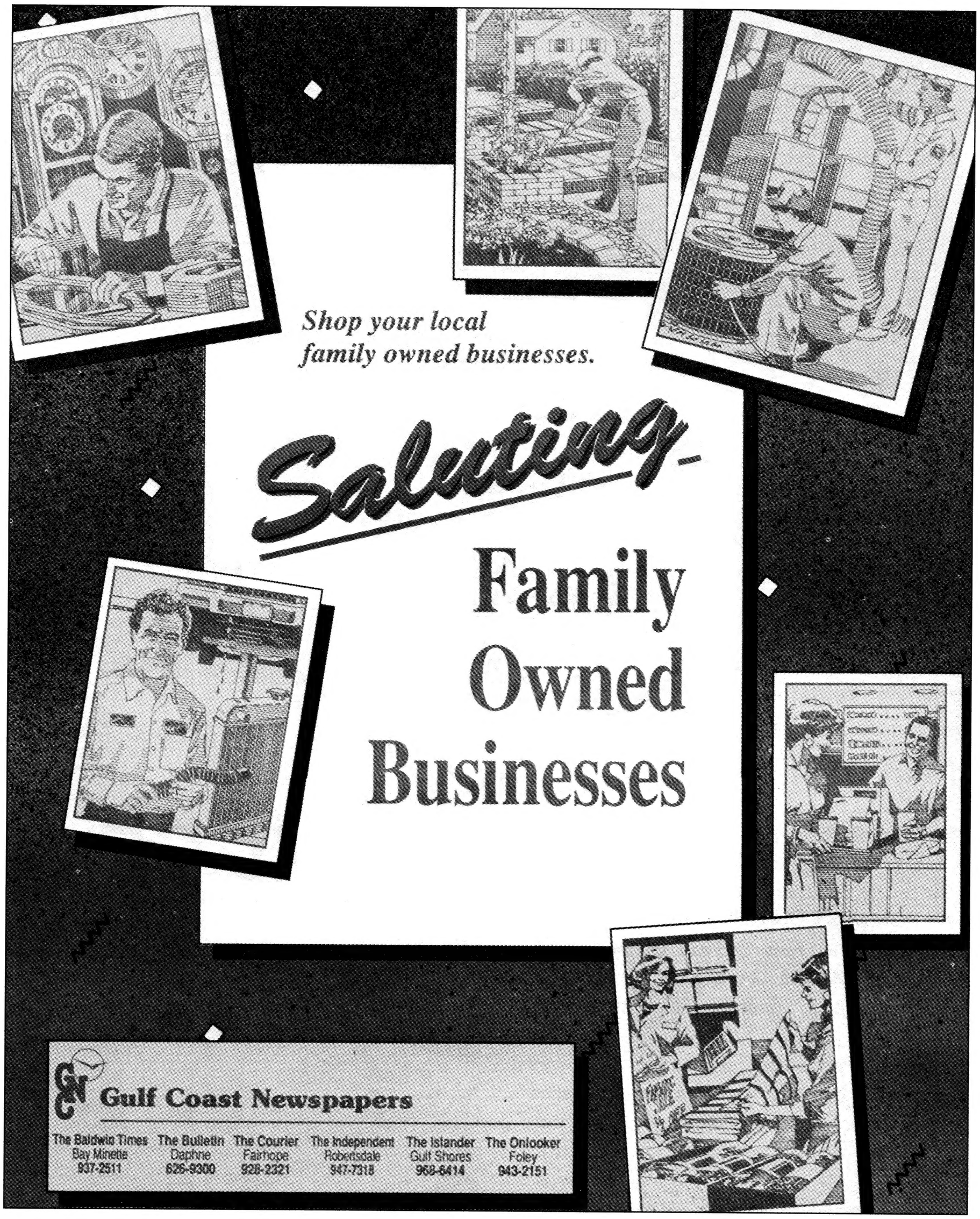
Mark Gillespie
Graphic Artist
STATESMAN JOURNAL
280 Church NE
Salem, OR 97301

Elements (Phone Of The Future sign and old-fashioned phone) added to *PMS* art from February 93, page 12, to create "Famous Mobile Phone Moments" ad campaign. "The client wanted a humorous campaign. I used the *PMS* graphics as a springboard for the whole concept," said Gillespie.

Case Histories

Elaine Ballou
Graphic Artist
GULF COAST NEWSPAPERS
P.O. Box 509, HWY. 59 South
Robertsdale, AL 36567

Ready-to-go ad frame from February 90 *PMS*, page 19, serves as a background to various business scenes from November 92, February 90, and March 92 *PMS* (all from page 25) on this cover of a special section saluting family owned businesses. Headline removed from ad frame. Printed in teal and bright pink.



PMS COVER STORY:
Pensive woman from page 4 slightly altered for presentation on this month's cover. Hair, swimsuit, and arm extended. Dominant piece angled and border removed. Art reduced and repeated to create strip down side of cover. Borders extended and graduated screens added to backgrounds. "PMS" is Dolmen by Letraset®. Date is Lady by Formatt®. Printed in four Pantone® colors on Carolina cover stock.

TRADE SHOWS:
This month Dynamic Graphics' representatives will be at **Printing Expo,** Philadelphia, PA, May 6-9; **Gutenberg Festival,** Long Beach, CA, May 13-16; **Imprinted Sportswear,** Toronto, ONT, May 15-17.

Buy Now, Play Later During Our *Pre-Summer Sale*

Summer fun is just around the corner. Stock up now on everything you need!

Taste-of-Summer Sale Days

Scoop up cool savings in every department on delicious deals that will make your mouth water!

Save Up To 50%

From lawn chairs to lounge wear, prices have been slashed for this two-day sale on May 22 and 23.

VALU MART
907 E. Pick • M-S 9-9

Cruise Night 93

Join us and Calypso Cruise Lines for Cruise Night 93! Come on board for a night filled with informative film presentations, cruise wear fashion shows, refreshments, and great door prizes that include a three-day cruise for two to Acapulco. Travel experts will answer all your questions about cruises.

We Set Sail on Friday, May 7, from 6-9 p.m. on Jason's Mezzanine

Jason's
Oak Hill Mall

Headline Decorative Headings & Alphabets Vol. 1

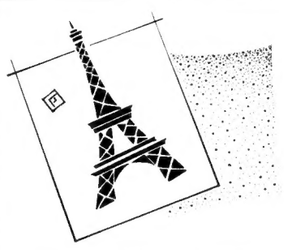
for the woman who knows and loves fine fashion...

Stephanie's Fashion Apparel
Willow Plaza • Mon.-Sat., 10-8

This weekend exchange your business suit for a suit that means business.

THE WILTON HOTEL
7300 N. Wilshire • Ph. 555-7300

Life Is Just A Bowl Of Cherries When You Use The Daily Journal Classifieds Call 555-SELL



No matter where your vacation takes you, make sure your home is protected.

Chatwood Security Systems
3409 S. Walnut St. • 555-7090

You've got it made in our shades

A simply sensational selection of stylish sunglasses at super savings!

The Family Drug Store
6372 N. North St. • Open M-S, 8-7

Big Ideas In Small Sizes

Come To Pennington's Petite Fashion Show This Weekend

See the latest spring and summer fashions designed for the petite woman this Saturday, May 29, at 11 a.m.! Everything from beach wear to evening wear, dresses to accessories, all perfectly proportioned for the petite figure.

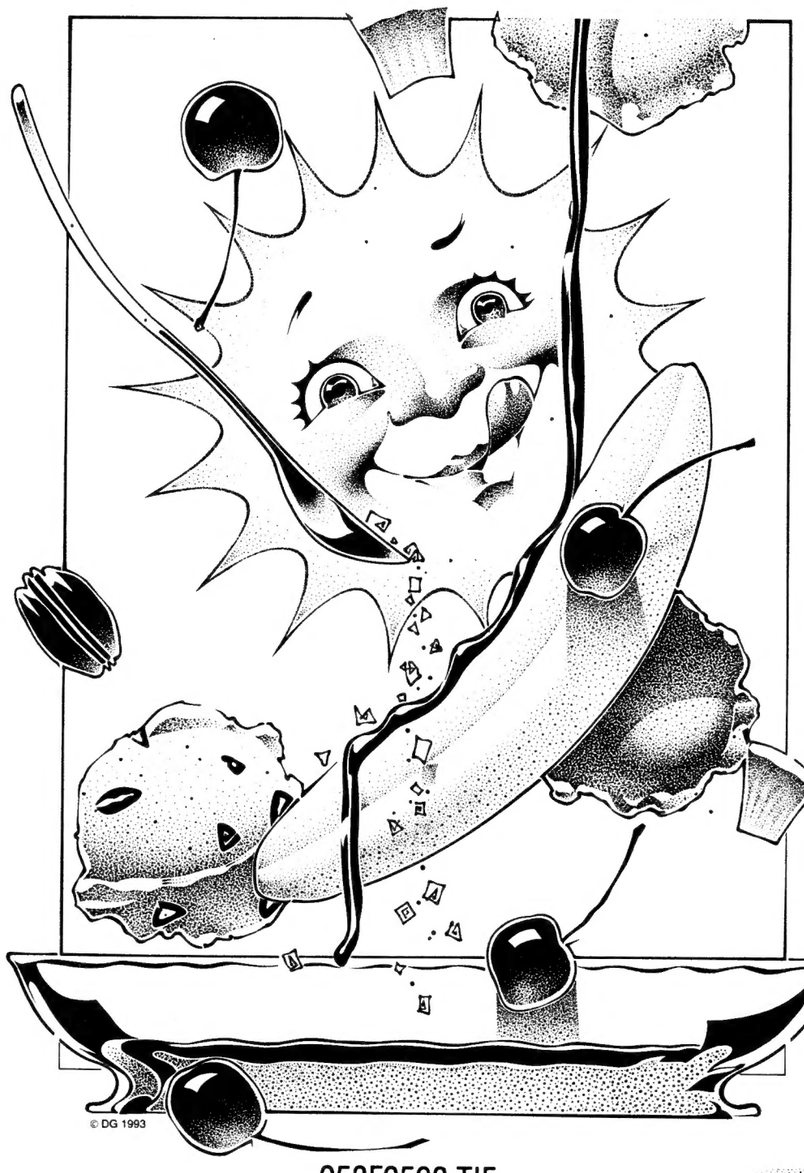
Welsley Mall Plaza **Pennington's** Open 7 days, 9 to 9

Experience The Sunny Side Of Life

OAKLAND HILLS APARTMENTS

A heated indoor swimming pool, tennis courts, attached parking enclosures, and so much more. One and two bedroom units starting at $450. Come see our showcase units today!

Oakland Hills Apartments
800 Royal Oaks Drive • Call 555-5050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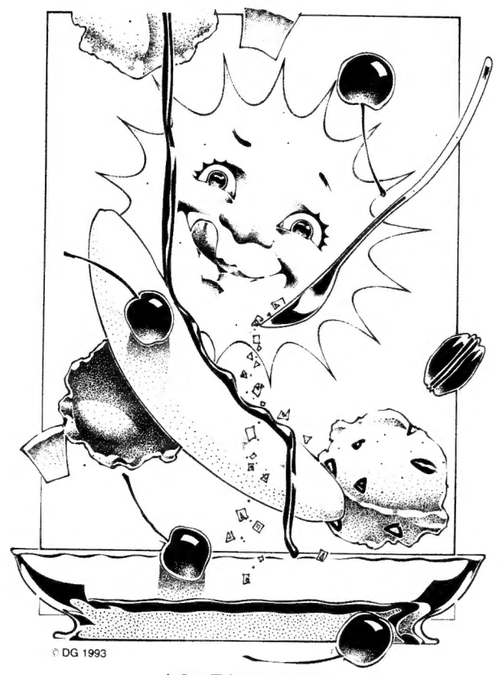
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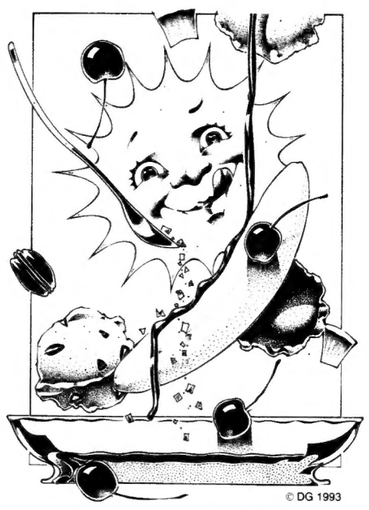
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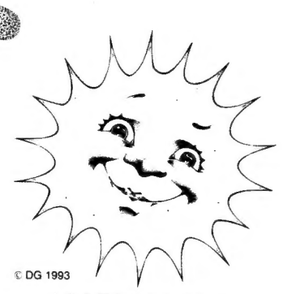
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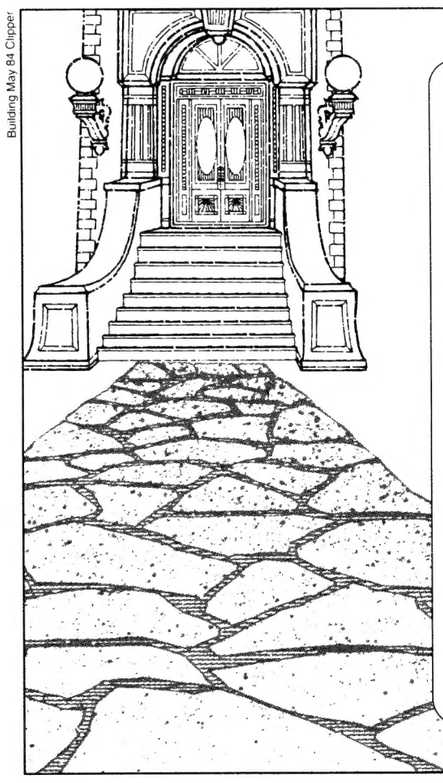
Something to think about...

Disability insurance. Because you are young, active, and healthy, you probably think you don't need it.

What happens if you are suddenly unable to work because of serious illness, injury, or disability? How will you pay your bills? Your rent? That's where long-term disability coverage comes in. It can help you pay for medical treatment, living expenses, debts, and more. Get all the facts – call **Michelle Harris,** *your Surety Agent at*

Livingston Insurance
1900 Owens Plaza
555-7678

Building May 84 Clipper



Follow the path to a better future!

Take day or night classes in electrical repair, dental assisting, word processing, computer programming, or take courses for transfer to a four-year institution of learning. Sign up for the fall semester by calling 555-3984.

A degree from Carlton College can open the door to your career

More than just a pretty face.

Start your career in beauty by training with the very best. Sign-up is going on now for the fall session. Tuition help is available if you qualify.

Ashton Beauty School

436 N. Devon • 555-5998

you... *New*

Marlene's Beauty Salon is offering a total summer makeover. For only $30.00 get a haircut and style, facial, make-up application, and manicure. *See the new you emerge. Call for an appointment.*

Marlene's • 555-5909
Open Tue.-Fri. 9-9, Sat. 8-5

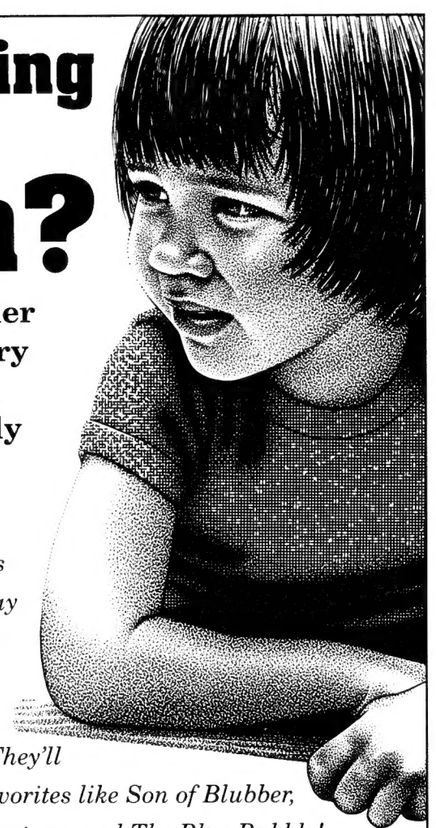
Beat the heat

Check the heat index daily on the *Channel 4 News*

Looking for fun?

This summer Tate Library is showing great family movies for *free*

Bring your kids every Wednesday from 10 a.m. to noon for our Summer Fun Flicks Series. They'll enjoy classic favorites like Son of Blubber, The Great Adventure, and The Blue Bubble!



Check us out!

Tate Library

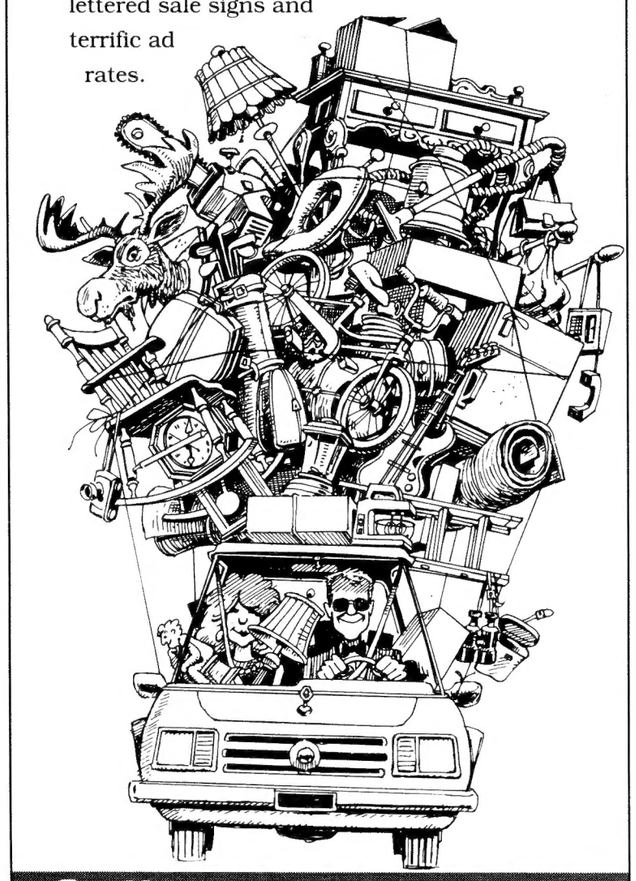
Open Mon.-Fri. 9:00-9:00 • Sat. 9:00-3:00 • Closed Sunday

CLEAR

the clutter!

Advertise your garage sale in the Daily Times Classified Pages

Reach over 150,000 readers each and every day. Call now for our Garage Sale Special – brightly lettered sale signs and terrific ad rates.



Call 555-2929 today

Join a growing tradition

Volunteer at the Harbor Mission

Lend a helping hand to those less fortunate. Feeding, clothing, and sheltering the homeless are never-ending tasks with today's economy.

We need volunteers at our State Street and Jefferson Ave. locations. You can help teach people to read in our Learn to Grow Literacy Program, or help out in our kitchen, recreation, or living facilities. For more information, call Juliana Schimmelpfennig at 555-3689, ext. 378.

HM
Dedicated to helping people help themselves

"Gifts Galore!" Nov. 90 PMS

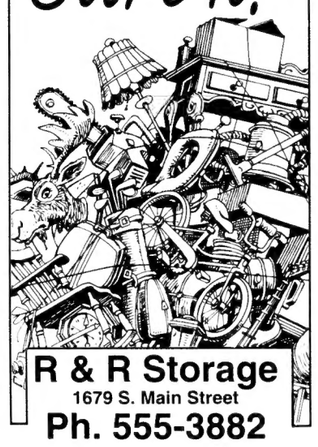
Gifts Galore!

Don't forget – Mother's Day is May 9! *Find a truly fantastic selection of gifts for your Mom.*

Get Mom a beautiful piece of jewelry, her favorite designer fragrance, or a delicious box of Velvet Smooth chocolates. Or let her shop with a gift certificate.

Horans Gifts
Forest Hill Mall

SICK OF IT? *Store it!*



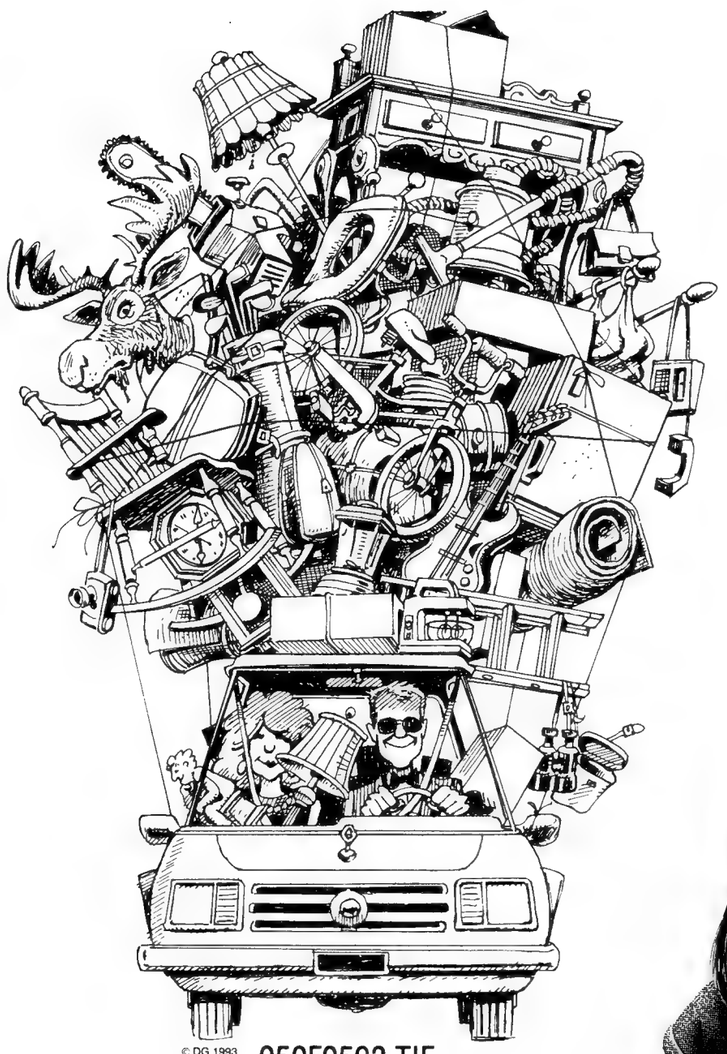
R & R Storage
1679 S. Main Street
Ph. 555-3882

Save while the sun shines

Everything's on sale from 10-7!

This is it! Our biggest sale of the season on everything you need to really enjoy the summer. Super price reductions on gas grills, lawn furniture, summer sportswear, and much more this Friday through Sunday, May 14-16.

Hatfield's
9653 S. Triton Dr. • Open Daily 10-7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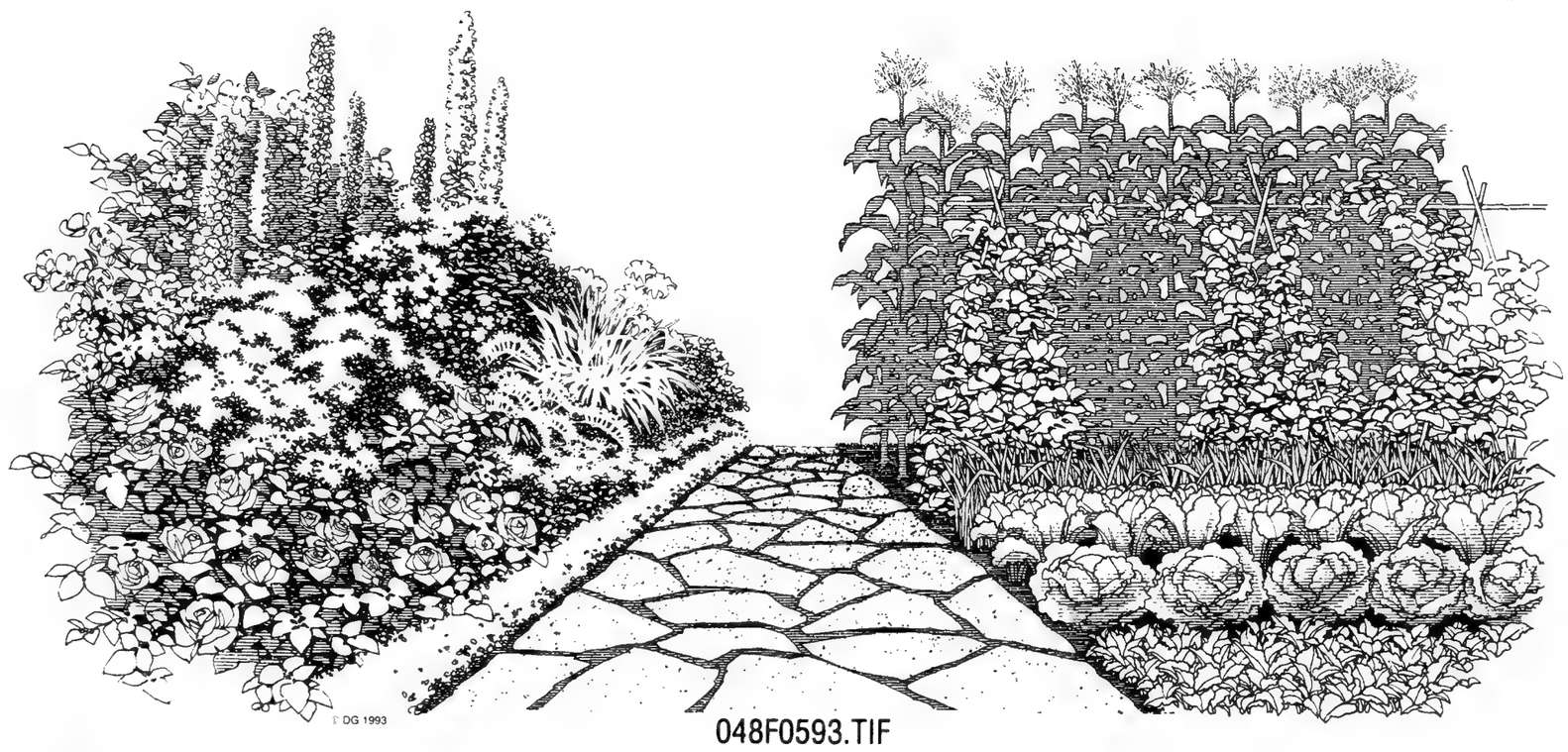
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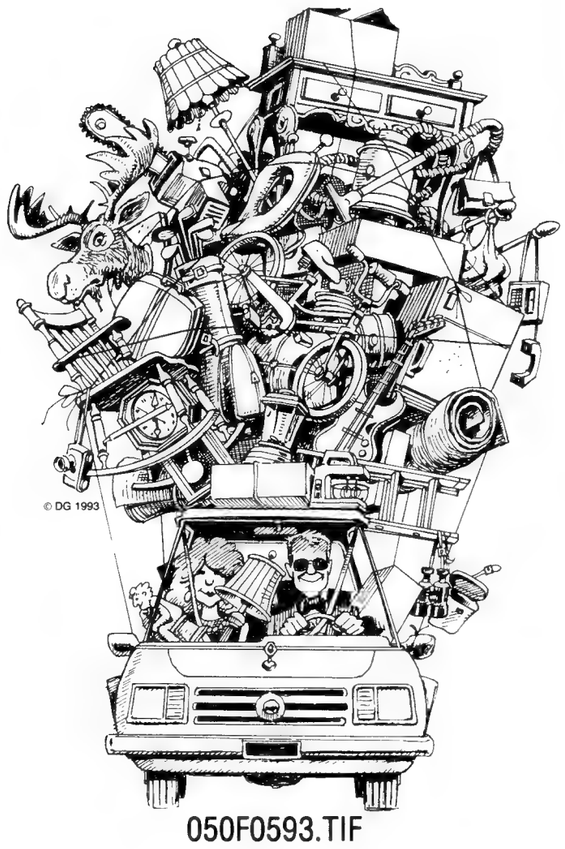
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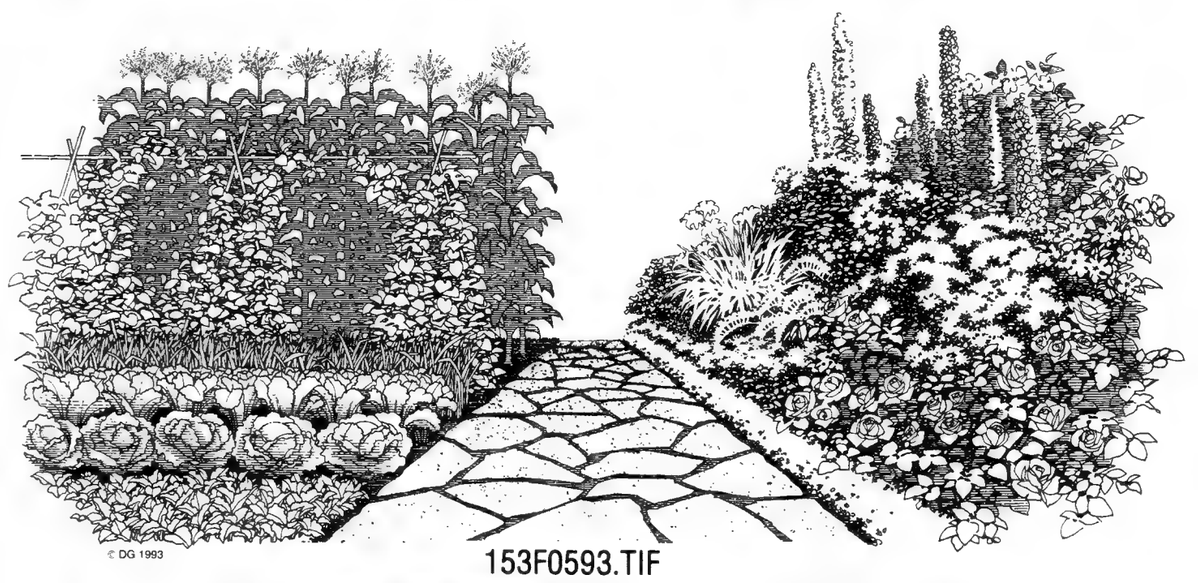
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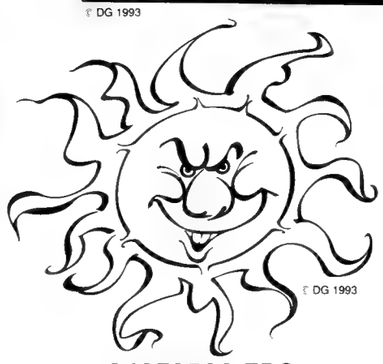
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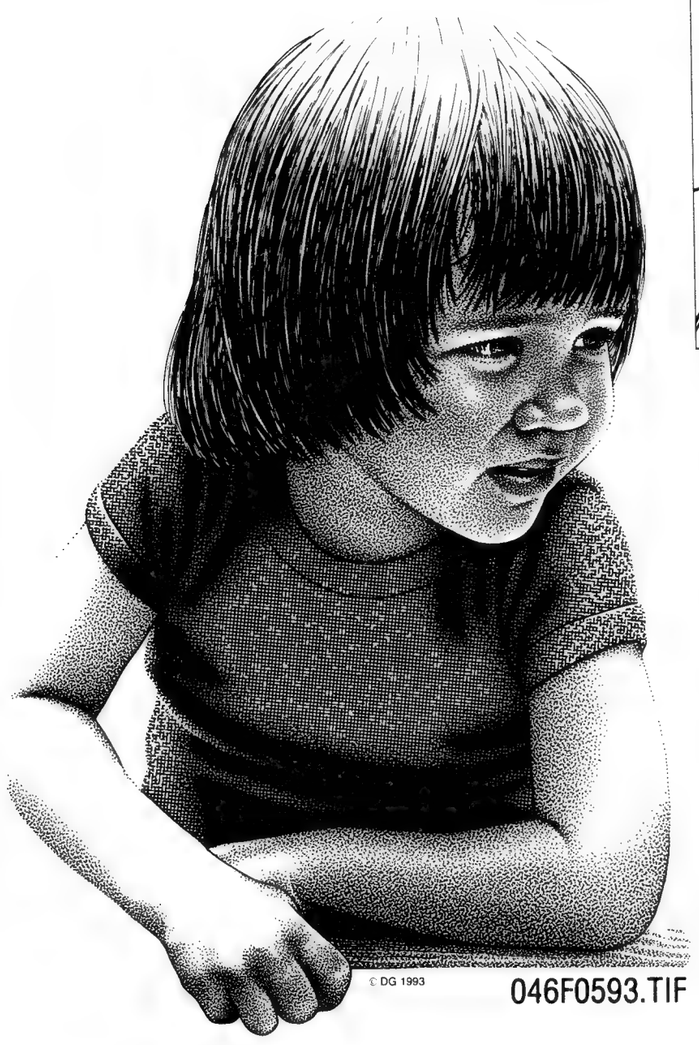
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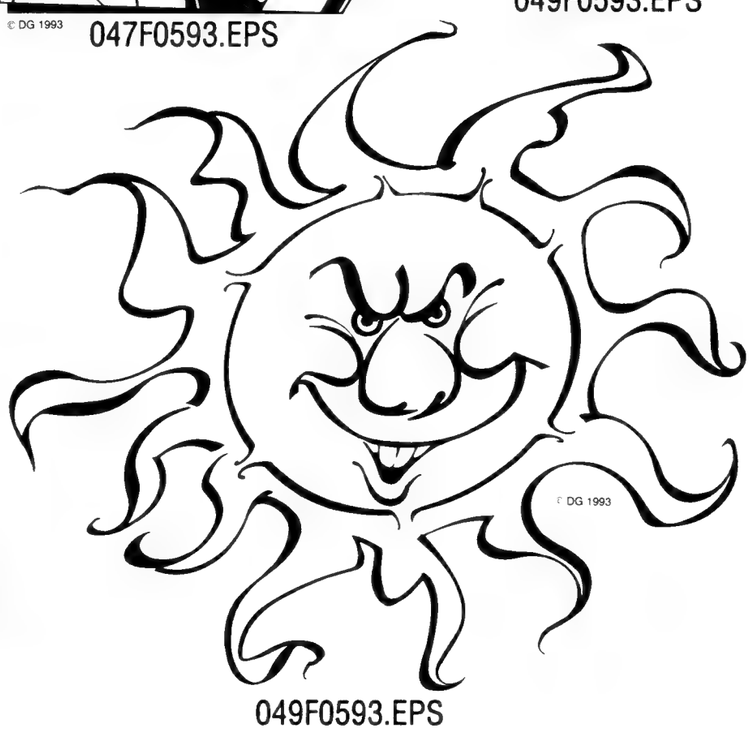
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Don't let the big one get away!

CATCH THE SAVINGS

Are you getting nowhere fast?

Let us help you find the best equipment and software to make your computing easier. Call us today for your free computer consultation.

Northpoint Computerland
2745 N. Wabash 555-5328

Do you feel as though everyone's deserted you?

Buy a computer from us and you'll never walk alone. We'll be right beside you to guide you every step of the way!

Northpoint Computerland
2745 N. Wabash 555-5328

Are you in a panic every day?

Relax! Calm down! All you have to do is give our computer experts a call anytime you have questions or concerns. They will keep you from being caught on the horns of a dilemma.

Northpoint Computerland
2745 N. Wabash 555-5328

EVERYTHING MUST GO!

We're having a **GOING OUT OF BUSINESS SALE**

Prices on every car, van, truck, and RV in stock have been slashed to move them out fast. We'll consider any reasonable offer, so shop early for the best selection!

Bob Smith Auto Mart
675 W. Jackson St.
555-4745

COOKOUT Favorites

FROM Walt's SUPER FOODS

U.S.D.A. CHOICE Ground Beef $2.89

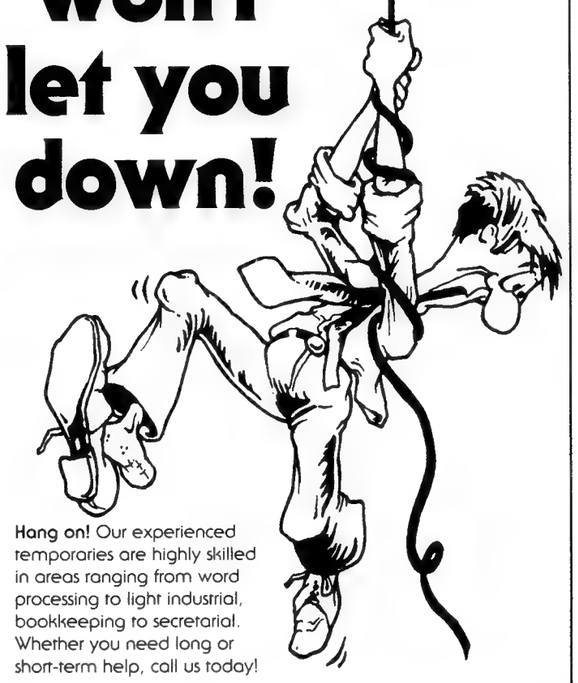
U.S.D.A. CHOICE ... $3.89

When you're fishing for bargains, check the classifieds 555-9292

Whether you're hoping to hook a good used car, or looking to sell that antique table, you can do it all with Journal News Classifieds. Take advantage of special rates for first time advertisers, and our garage sale bargain ad package. Call our friendly classified ad takers today!

The Journal News

We won't let you down!

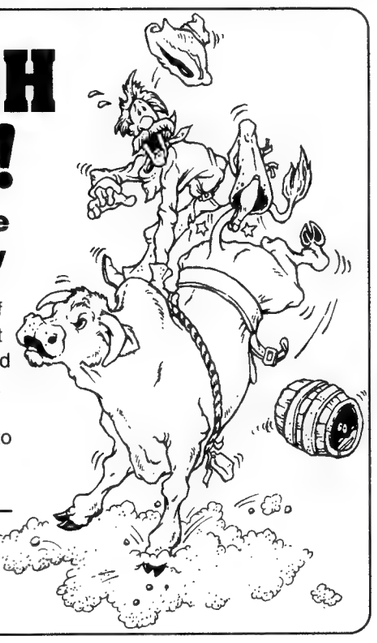


Hang on! Our experienced temporaries are highly skilled in areas ranging from word processing to light industrial, bookkeeping to secretarial. Whether you need long or short-term help, call us today!

Turner's Temporaries
call **555-4535**

We're BULLISH on low prices!

You're guaranteed the lowest price possible with our Best Price Policy



We've built our reputation on having the best selection of merchandise at the lowest prices, not only on sale days, but each and every day of the year. Shop around. You won't find a better deal anywhere else thanks to our Best Price Policy.

The Best Price Policy means we'll not only match any competitors lowest price, we'll beat it! Just bring in their ad to our friendly customer service department. We'll better their price by at least 10%! **And that's no bum steer!**

Value Right Appliances
9278 W. Quigley Ave. • Open 7 days, 10 to 9

Gifts for Grads

Genuine Leather Goods

Choose from a wide selection of styles and colors in quality leather wallets, key covers, checkbook covers, and day planners. A thoughtful gift for any graduate. **Your choice is only** ---------- **$22.79**

Genuine Leather Belts

Dress and casual belt styles from many famous makers! A wide selection of western and woven belts, and classic styles for work and formal occasions. **A great value at only** ------- **$25.79**

Birkshire Dress Shirts

The perfect look for that first interview at a terrific price! Both long and short-sleeved styles available in fitted and fuller cuts in white, cream, blue, rose, and green. **A best buy at only** ---------- **$19.79**

We carry the largest selection of quality men's suits in the area. Specializing in hard-to-fit sizes for over 30 years.

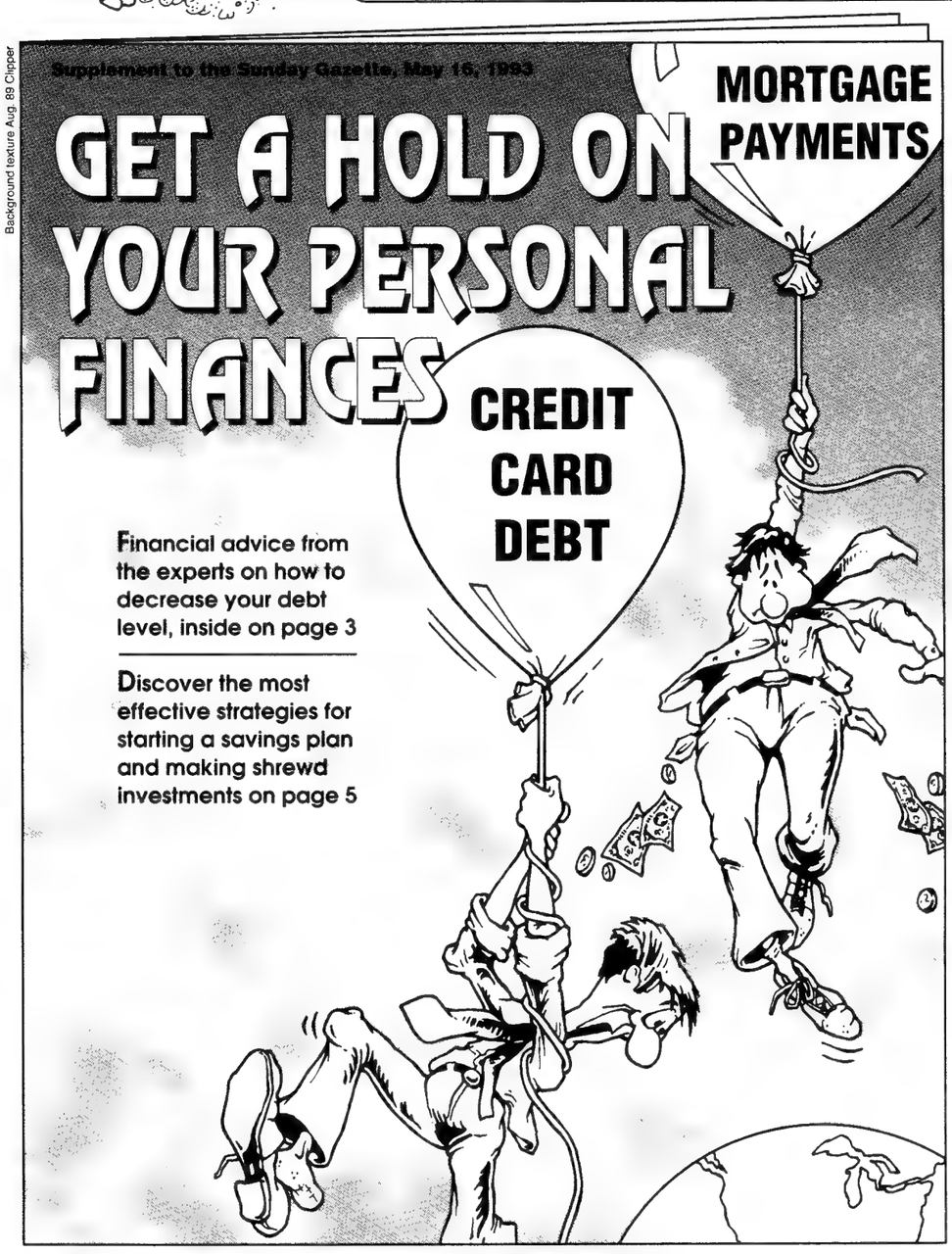
Stewart's
"Fine Men's Clothing Since 1958"

2470 S. Montgomery • Open M-S, 10-9

Supplement to the Sunday Gazette, May 16, 1993

Background texture Aug. 89 Clipper

GET A HOLD ON YOUR PERSONAL FINANCES



Financial advice from the experts on how to decrease your debt level, inside on page 3

Discover the most effective strategies for starting a savings plan and making shrewd investments on page 5

HIGH & DRY?

Get your oars in the water with a home equity loan. Use the value you have accrued in your home to refurbish a room, build an addition, buy a new car, or take a vacation! It's so simple!

Just call Phone-a-Loan to pre-qualify yourself. A few minutes with one of our loan officers is all it takes. They can take your information and give you the result in a few minutes! Call us at **555-8989**

Greenvalley Loan Company

SUMMER VALUE DAYS

Hot deals on the coolest stuff in every department throughout the store. Save on everything from appliances to video games, electronics to lawn and garden furnishings. Prices have been reduced by 15 to 60% now through May 29.

D's MERCHANDISE
239 N. 7th • Open M-S 9-9

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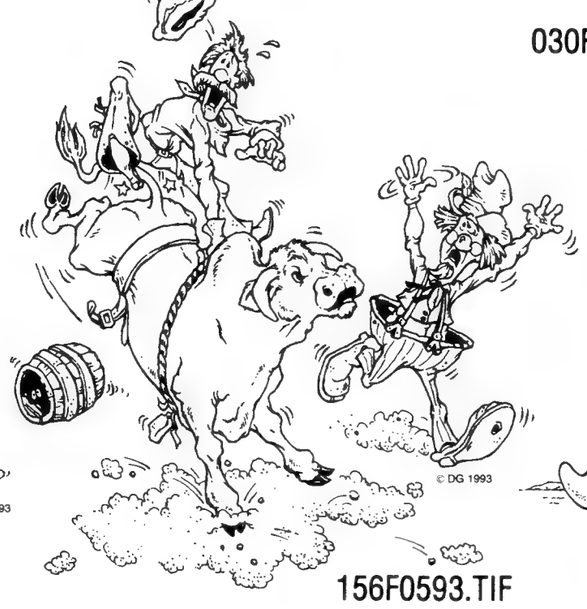

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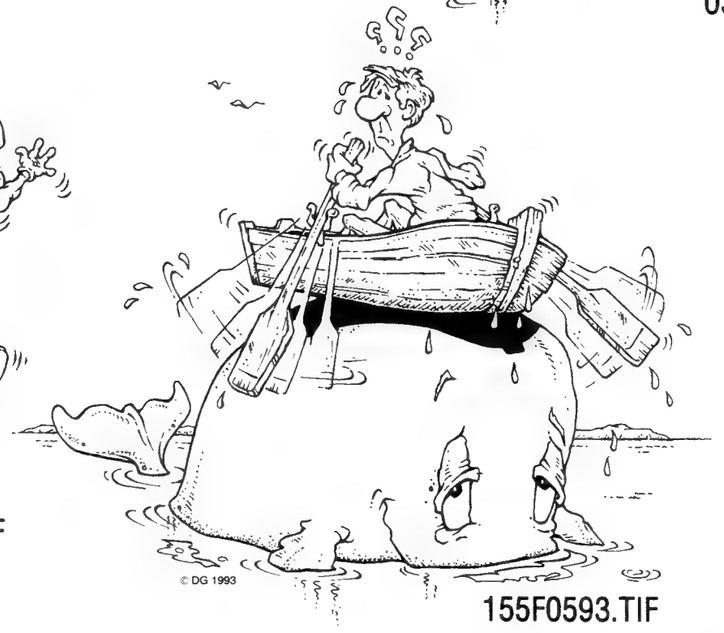

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MEMORIAL DAY Values

If Only The Best Cuts Of Meat Will Do For Your Cookout, You Won't Want To Miss Our Fresh-Cut Specials!

Delicious pork chops, thick steaks, fresh ground beef, choice chicken, and our marinated meats will help you make your cookout a success.

SAVE 20% OFF OUR REGULAR PRICES ON SPECIAL BBQ CUTS MAY 24 thru 31

The Butcher Shoppe

171 Jefferson St. • Open 8 to 7 daily

Headline May 82 PMS

Win The Race Against High Commissions

Save On Brokerage Fees By Trading Through Ames Securities

You shouldn't have to pay the price for your own good advice. If you make your own trading decisions you can enjoy substantial commission discounts compared to the rates charged by full commission brokers. You also get instant verbal confirmations on most market orders and free quotes 24 hours a day. To take advantage of our services, call toll-free 1-800-555-STOC.

AMES SECURITIES

199 S. Gardener Ln.

CINCO DE MAYO CELEBRATION

Sunday, May 2, from 10 a.m. to 7 p.m. at the Allston Civic Center

Live entertainment all day long! Traditional Flamenco dancing, Latin music, rock bands, plus games and carnival rides for the kids, dancing, live theater, and delicious food for your whole family to enjoy. All for only $3 per person.

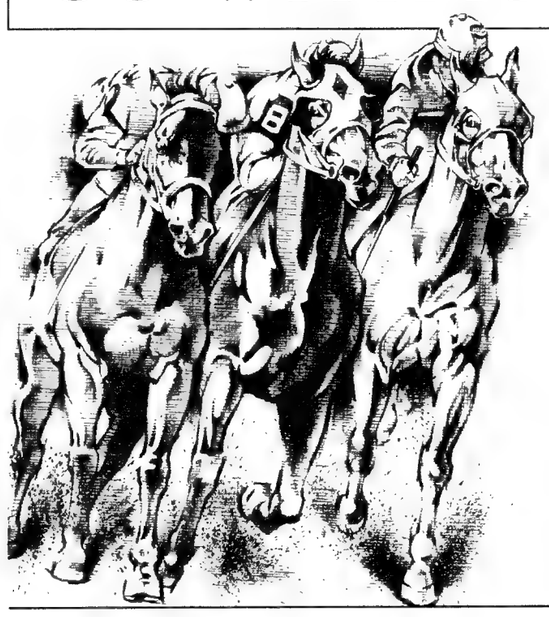
Sponsored by:
The Daily Journal
KAMB 1210 AM
NORTHWEST STATE BANK

WIN A TRIP TO THE **PLACE** OF YOUR CHOICE. LET US **SHOW** YOU HOW!

NORTHLAKE AUTO MART
711 N. Main
Open M-S, 10-8

A Special Gift Your Grad Can Take Along To College.
A Subscription To The Star Herald
Keeps Students In Touch With Familiar People and Places.

GO WITH A WINNER



Open A Free Checking Account At Mid Central Credit Union

No regular monthly service charge, no minimum balance, free checks to retirees, free telephone transfers 7 days a week with Telephone Teller, and a free 24 Hour Cash Card.

MID CENTRAL CREDIT UNION
309 W. Logan St. • 555-9412

FOR THE GRADUATE

First Class Gifts

Let them know how proud you are!

Make it personal with engraved pewter, brass, sterling silver, gold pen and pencil sets, jewelry, plaques, bookmarks, desk sets, figurines, and more. We also have a large selection of cards and gift wraps.

Cunningham and Company

1209 West Adamson Avenue • Major Credit Cards Accepted • Open M-S 10 to 7

Don't Forget The Tablewear

The finishing touches will make your picnic perfect: color coordinated plates, cups, napkins, and tablecloths.

Valu Mart
In Fieldmont Plaza

You're All On Our Honor Roll!

Congratulations to the Class of '93

OAKLAND REAL ESTATE

MAKE US YOUR NEXT PIT STOP

BOTH OF OUR LOCATIONS WILL BE OPEN MEMORIAL DAY

Stop in and stock up on chips, soda, or whatever you need for your holiday weekend. We offer fast, friendly service and a wide selection of necessities.

The Corner Quick Store
Corner of Main & Jefferson • Open 24 Hours • 1209 S. Williams

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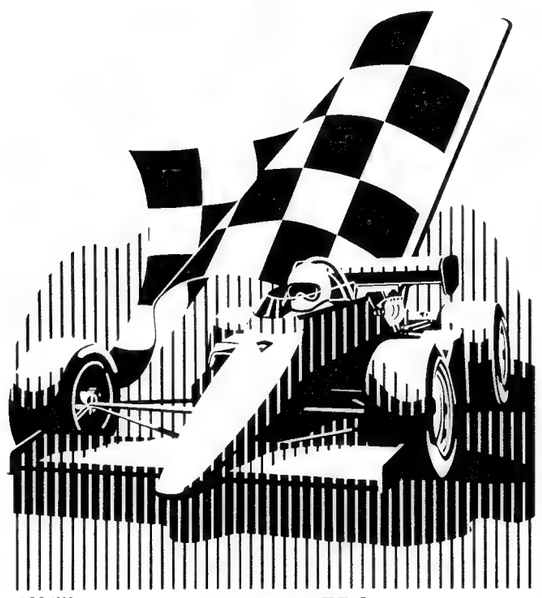

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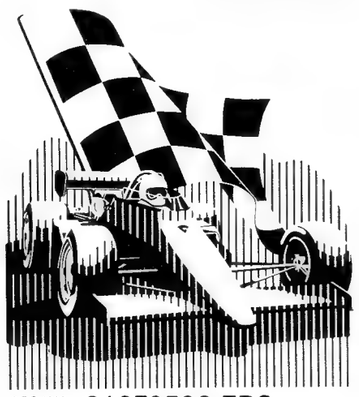

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Note: Numbers identify images for Electronic PMS subscribers.

Have some fun!

Senior Services Center

We offer recreational, educational, and social activities, as well as information and referral services, counseling, and home support services. If you're over 50, come enjoy our activities:

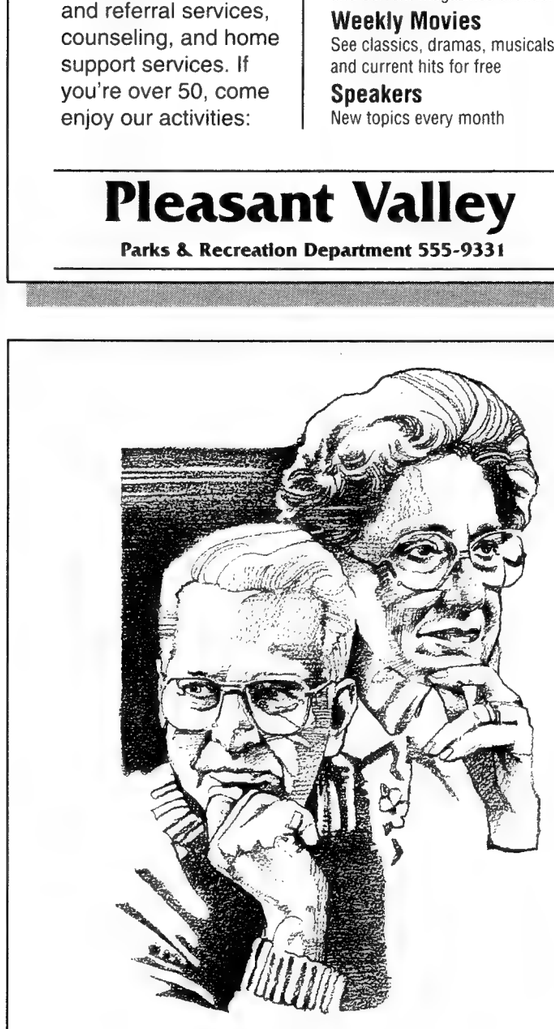
One Day Trips
Shopping, dinner theater, and museum trips by bus

Free Lending Library
Paperbacks, large print books, and current magazines available

Weekly Movies
See classics, dramas, musicals, and current hits for free

Speakers
New topics every month

Pleasant Valley
Parks & Recreation Department 555-9331

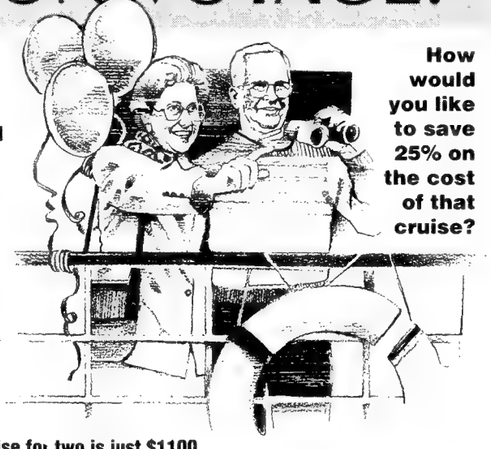


Not thinking about it won't make it go away...

No one likes to think about becoming ill. But planning ahead now can help you be prepared for any possibility in the future. We can help you plan with our Long-term Care Policy, the policy that helps you pay the cost of convalescent nursing care. Call your agent today, so you won't have to worry about it tomorrow.

The TDI Insurance Group

BON VOYAGE!



How would you like to spend 6 days on a luxury cruise?

How would you like to save 25% on the cost of that cruise?

Luxury cruise for two is just $1100
Price includes transportation to the ship, accommodations, and all meals. Price based on double room occupancy. Must be 55 years of age or older.

To take advantage of this special senior offer, call 555-9440

Pinkney Travel Agency

Seeing is Believing

Buy one pair of glasses at the regular price and get the 2nd pair for

1/2 price

Offer good thru May 31

No appointment necessary

Glasses Plus
2nd Floor • Northtown Mall

Live the good life

Come find out what our retirement community has to offer. Spacious apartments, maid service, shuttle service, meals, on-site shopping, assisted living, and more!

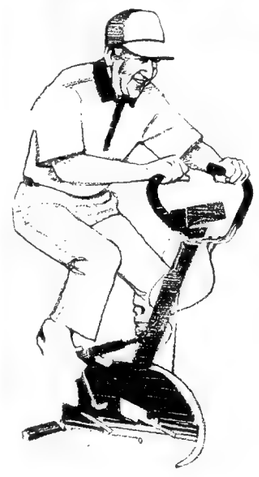
SEMINAR
Tuesday, May 4, 7 p.m.
Caroline Hotel

Everyone is welcome to enjoy our slide show, refreshments, and a discussion session with current residents.

✻ Golden Acres Estates
Greenvalley, AR
555-9089

FITNESS CENTER

EXERCISE AND



We can help you stay healthy and happy! Regular exercise can help you look and feel great. And now it's easier than ever to keep fit. We offer extended hours, special senior discounts, plus personalized fitness programs.

- **Low-impact and water aerobics**
- **Weight training**
- **Indoor walking track**
- **Hot tub and sauna**

Hawkins Center
2609 Patterson St.

Call 555-6121 to register today.

Save 33% Now!

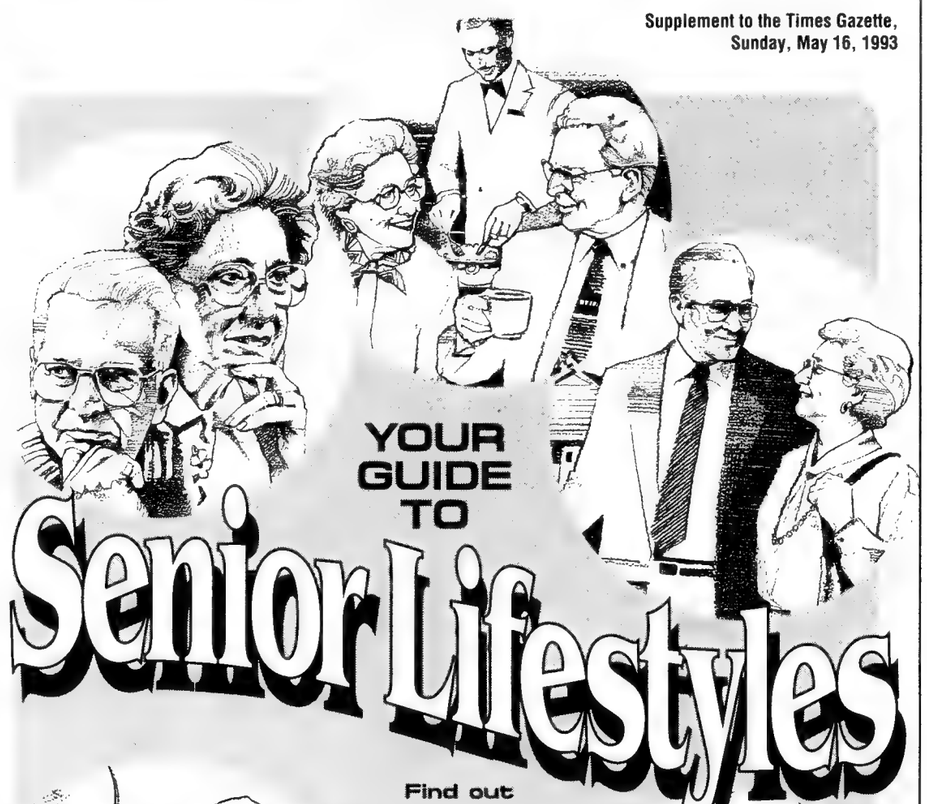
Now through Aug. 31st, seniors can save even more on our already low monthly rates! You get all the amenities and services of a fine resort without

giving up the comforts of home.

Coral Reefs Resort

For more information or to make reservations call: (311) 555-4556 or write to: 2390 S. Beaumont, Coral Gables, Florida 70744

Supplement to the Times Gazette, Sunday, May 16, 1993



YOUR GUIDE TO Senior Lifestyles

Find out more about area activities, local services, special interests, money, health, investments, and more!

---

2 FOR 1 *Vitamin Sale*

A variety of vitamins can help you retain your vim, vigor, and vitality! Now through May 31st, you get 2 bottles of 500 ct. Vail Organic Vitamins for the price of 1!

Nutrition Centers
447 Vermont • Open daily to 9

Westside Pharmacy
Make us part of your good health program.

Your family's grown. You have time for one another. These are the best years of your lives! Make sure you're able to enjoy these years, and take good care of yourselves. We can help you keep your good health with medications, vitamins, and more.

257 W. Harmon • 555-4112

Little things make a big difference

Good diet and exercise, vitamins, yearly check-ups. All of these little things can make a big difference in your life *and* in the lives of your loved ones. We can help you keep yourself in good shape.

In addition to our fine medical services, we now offer health and fitness classes, free blood pressure and cholesterol checks, and more. For information about our special programs, call 555-8348.

FORRESTER Medical Center

Did you know that everything is 50% off at Spencer's?

May Day
S·A·L·E

Don't miss the big savings!
One day only! Saturday, May 1st, from 10 a.m. to 9 p.m. save 50% on everything in stock. Clothes for the whole family, housewares, jewelry, electronics, and more.

Shop and save at Spencer's – it's the variety store with more variety

Spencer's
Dixie Square Shopping Center

Early Diner's Specials

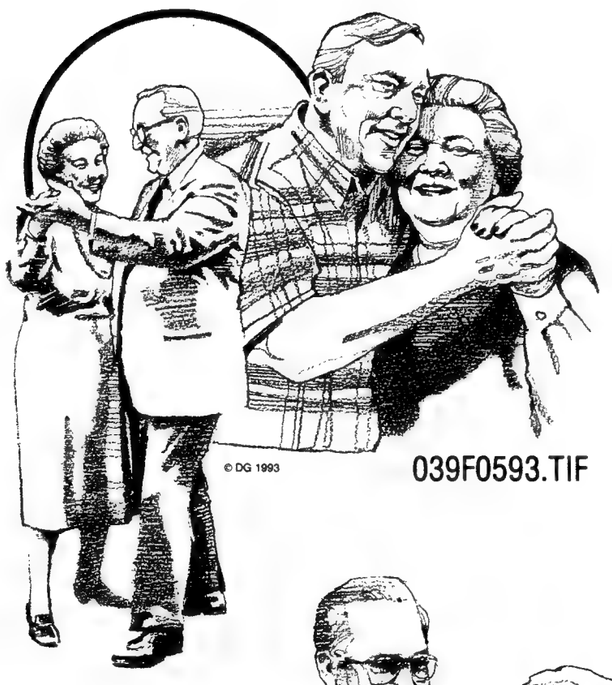
Enjoy a delicious dinner every Monday thru Friday from 4 p.m. to 7 p.m. and save! A different entree every day, plus salad, vegetable, potato, and a beverage.

Early Diner's Special only $6.99

Open daily from 11 a.m. to 11 p.m. To make reservations, call 555-7212

Available for private parties and banquets of up to 250 guests

Castle Lodge Restaurant



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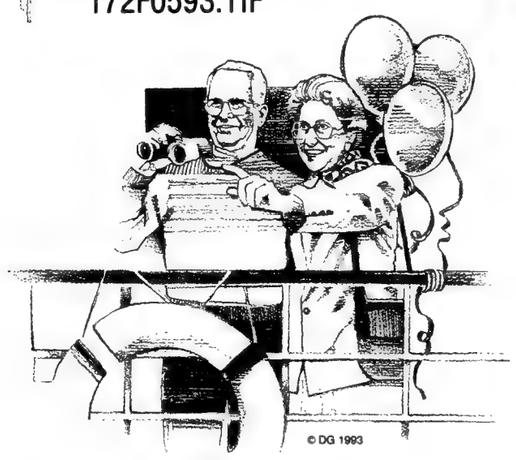

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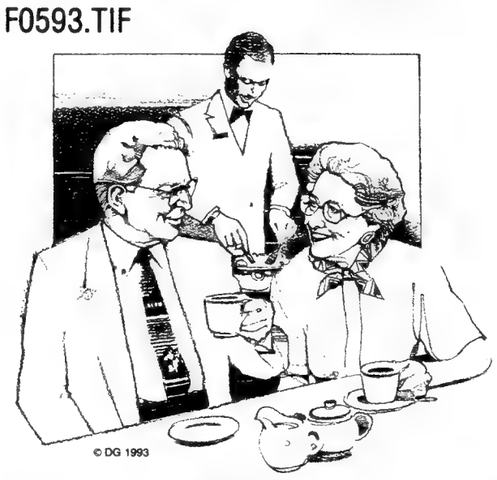

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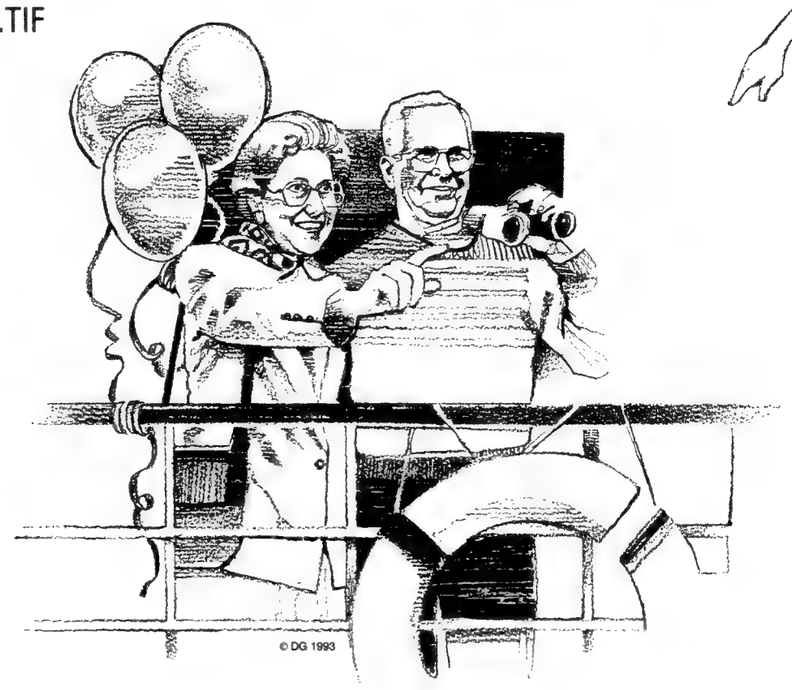

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Note: Numbers identify images for Electronic PMS subscribers.

Mother's Day Specials

LeEspirit
Joie Parfum..... $30.95

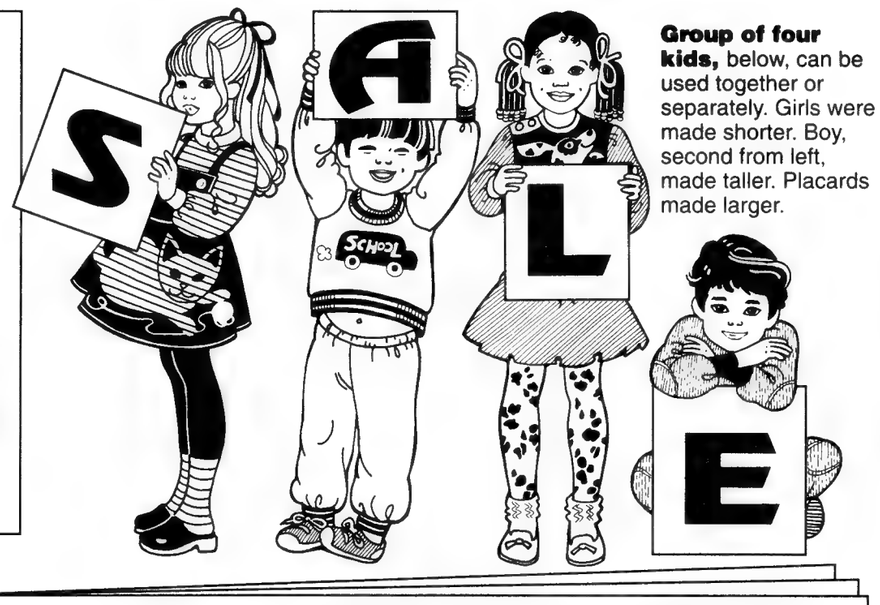
Ladies Silk
Dress Blouses..... $55.95

Golden Memories
Jewelry..... $17.00

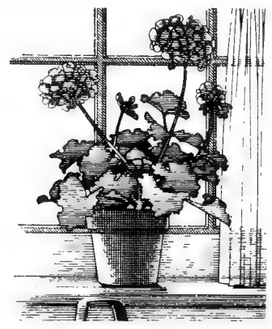
Canvas
Clutch Purses..... $15.95

Plenty of free parking in rear

Johnson's
3590 W. Avalon Rd. • Open Mon.-Sat. 10-8



Group of four kids, below, can be used together or separately. Girls were made shorter. Boy, second from left, made taller. Placards made larger.



Serving you since 1960
Big Country Cafe
890 W. Lincoln • 555-4387

Give Mom that something special on her special day

Mother's Day Brunch
$8.95

Treat Mom to our delicious brunch! She'll love choosing from quiche, sausage, bacon, biscuits and gravy, pastries, fresh fruit, omelets, choice of beverage, and lots more. Reservations are required.

Mom's-to-be want easy-wear, easy-care clothes. Sophisticated, comfortable separates and dresses are on sale from May 15-22.

- *Stretch pants*
- *Cotton blouses*
- *Oversized T-shirts*
- *Separates*
- *T-shirt dresses*
- *Short sets*
- *Jumpers*

Forresters
YOUR COMPLETE FAMILY STORE
567 N. Walnut • M-S 10-9

Just for Mom

WAKE UP...

TO THE SWEET SOUNDS OF WXLO 95 FM

Make the morning easier. Greet the day with the sounds of more continuous light rock favorites.

"2 for 1 Sale" May 90 PMS

2 for 1 Sale

May 8-15

What a deal! Get two sets of Super Size premium prints for the price of one

How long have you had those rolls of film, just sitting around waiting for a great developing deal? Wait no longer. You get two sets of SuperSize 4" by 5" prints for our incredibly low regular price. Go to the head of the class!

The drugstore to trust for your family

Super Value Drugs
130 W. Mattis Ave. • Mon.-Sat. 10-7 • 555-3594

It's our annual Home Sale
May 16-30

FIND INCREDIBLE VALUES IN EVERY DEPARTMENT
Spruce up for summer with super savings throughout the store! Give your home a whole new look affordably with new window coverings, decorator accessories, and so much more.
• Draperies • Linens • Rugs • Kitchen Appliances • Furniture • Bath Accessories
Sale effective through May 29, 1993.
Major credit cards accepted.

Glenwood Variety
450 N. Madison • M-S 10-8

SALE

Green Plants

25% OFF REG. PRICE

Shop now for the best selection of hanging planters and houseplants

Brighten Mom's surroundings with new green plants at terrific savings. Choose from a wide variety of beautiful and exotic houseplants.

Abbot's Florist
345 N. Hancock 555-4848

"Mother's Day" May 86 PMS

Mother's Day

Sunday, May 9, 1993

In-house poster for Mother's Day, below, intended for display in every department in store.

REMEMBER MOM ON

Mother's Day

SUNDAY, May 9, 1993

Your special Mother deserves a truly special gift.
You don't want to give her just any Mother's Day present. You want something that's as unique as she is. That's easy with our wide selection of engraveable silver items, collectible porcelains, fun and funky T-shirts and sweatshirts, and Crestwicke greeting cards.

Field Gifts Hickory Mall • M-S 10-9

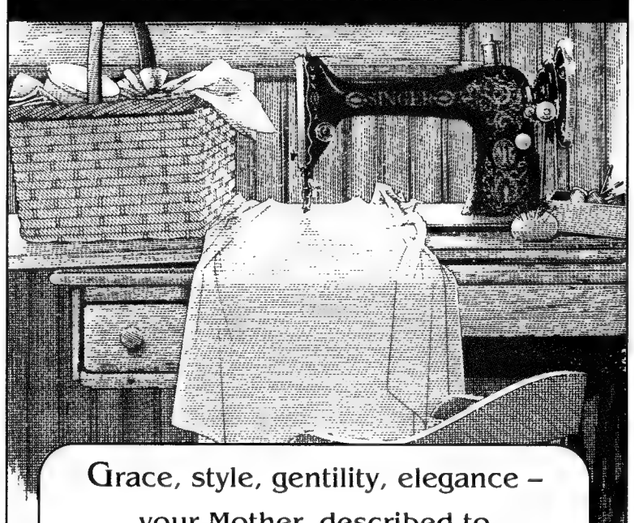
Just for Mom

Thank you so very much!

We appreciate this opportunity to say a heart-felt "Thank You" to all of our many customers for your continued patronage. You've driven that extra mile to visit our dealership, and we hope to be your dealership for years to come. To show our appreciation, every Mom who visits us on Mother's Day, May 9, will receive a rose.

Bill Bergan
QUALITY USED CARS FOR LESS
5600 W. Sheridan 555-5765

Old-Fashioned Favorites For Mom



Grace, style, gentility, elegance – your Mother, described to perfection. Why not give her a Mother's Day gift that embodies these qualities? It's easy to do with our vast selection of unique gift items. Four floors filled with antique reproductions, hand-made crafts, hand-dipped candles, primitives, collectable porcelain, and personalized sweaters and sweatshirts just perfect for Mom.

Peachtree, Limited
4509 W. Jackson Blvd. Hours: Mon.-Sat., 9-6

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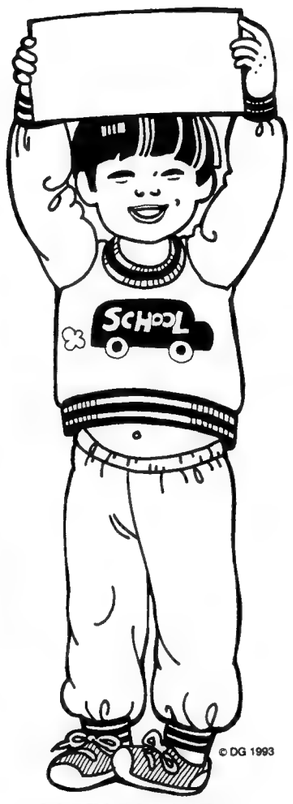

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Note: Numbers identify images for Electronic PMS subscribers.

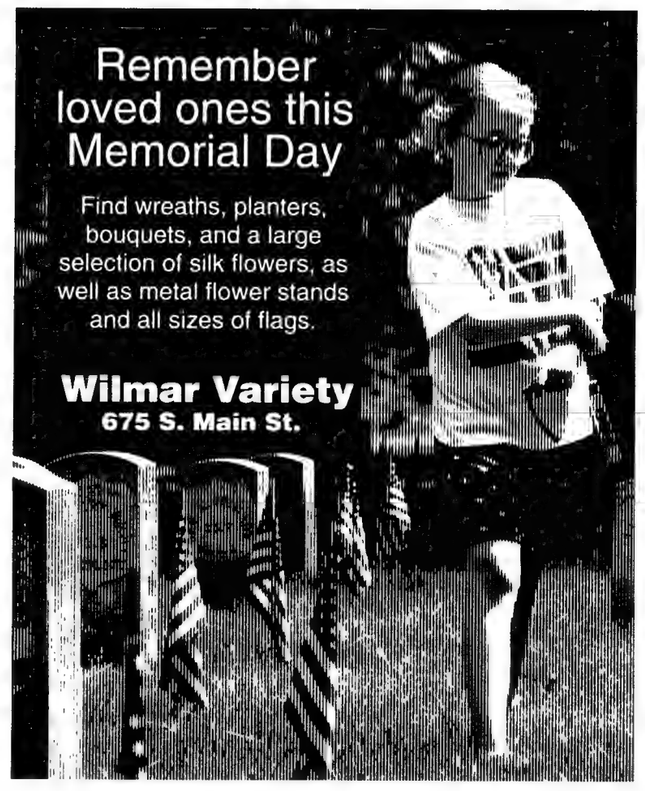
Mother's Day Gift Guide

Turn the page to find a variety of gift ideas for your Mom
• How to choose the perfect gift • Money-saving coupons

Remember loved ones this Memorial Day

Find wreaths, planters, bouquets, and a large selection of silk flowers, as well as metal flower stands and all sizes of flags.

Wilmar Variety
675 S. Main St.



Spring Open House

One-of-a-kind finds that will surprise and delight you!

The Gift Place
Wardtown Centre
56 W. Radcliffe St.
Mon.-Sat. 10-6

When you finally have the time, will you have the money?

Call us today at 555-8769

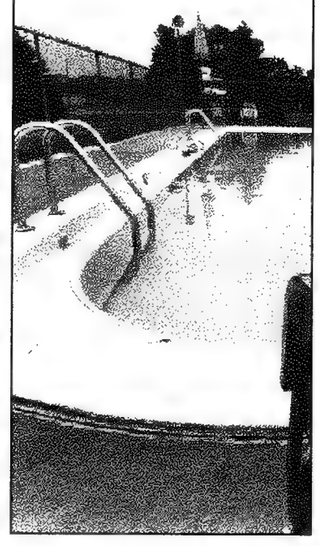
Watson Investments
453 Whitby Place
Gary Owens, Broker

"I have a new favorite radio station."

KJED
93.5 FM
Jazz to Rock

Easy Living

Summer Lifestyles Supplement
Advertising Deadline is coming up this Thursday, May 20. Reserve your space today. **Call 555-3700.**



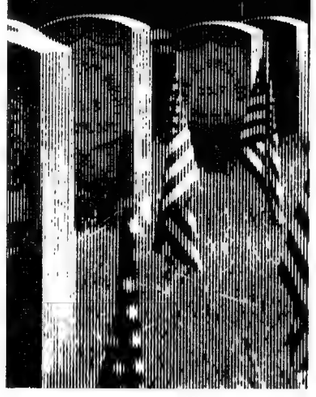
Include Us In Your Travel Plans

Taking prescription medications doesn't stop because you're on vacation. Let us fill all your prescriptions before your next trip.

Fensom's Pharmacy
604 Payton Place • 555-8768

We will be closed Monday, May 31, in observance of Memorial Day

Revson's
245 Adams St.
555-8764



Graduate to a Healthy Smile

Regular dental checkups insure a healthy smile. Call to make your appointment today.

David Berg, DDS
145 S. Fremont Avenue
555-9875

Of Special Interest to the Parents of the Class of 2010

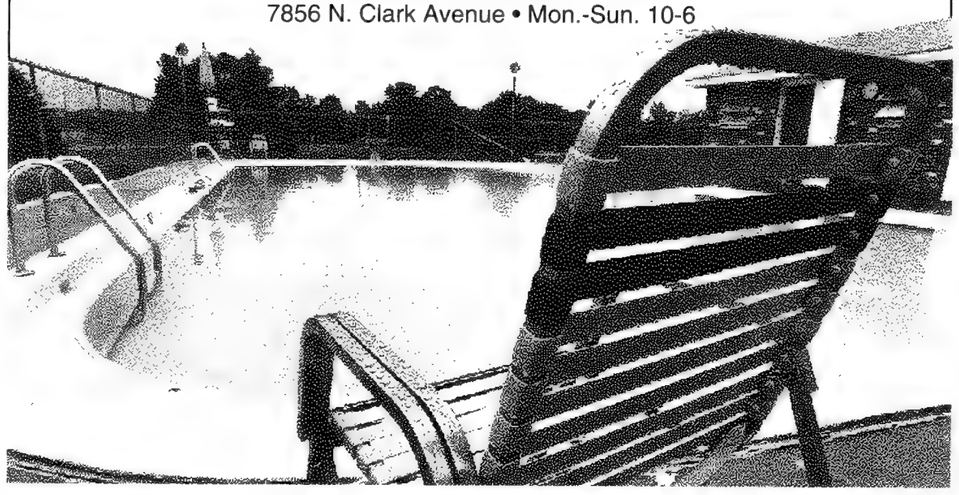
The future seems a long way off, but it's closer than you think. Start saving now for your child's college education. Choose the savings plan that's right for you.

First National Bank of Fredonia
243 W. Main
555-6715

Get Ready for Summer!

Discover all the fun new summer fashions arriving daily. Find everything you need for easy living – from shorts and T's to swimwear and casual separates. All at the most affordable prices you'll find anywhere.

The Fashion House
7856 N. Clark Avenue • Mon.-Sun. 10-6



♠ ANNIVERSARY SALE ♠

May 16-23 at **Hecht's**

Women's polyester silk crepe blouses, choice of colors **$25.99**

Men's short-sleeved dress shirts, full or trim cut **$22.99**

Boys' lightweight windbreakers, choice of colors **$14.99**

Girls' poly/cotton pleated pants, color choice **$13.99**

JuiceMeister home juicing unit, with attachments **$55.99**

Soundz personal stereo cassette player with AM/FM **$21.99**

Soundz 3600-ZX telephone answering machine **$49.99**

16-piece, floral-design glass dinnerware set **$32.99**

Contemporary brass and acrylic wall-mount clock **$35.99**

Berber room-size area rugs, 6 x 9 ft., choice of colors **$69.99**

Crystal table lamp, 28-inches tall, on brass base **$38.99**

Hecht's
Pinecrest Mall
Hwys. 165 & 7
Open Daily 10-9

Background art July 90 PMS

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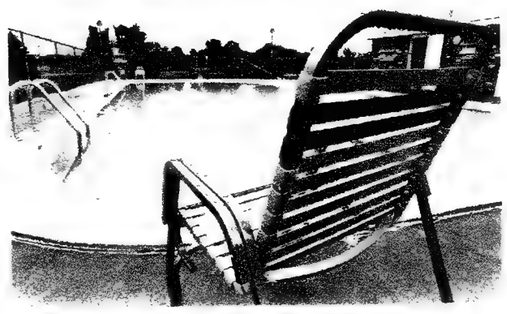

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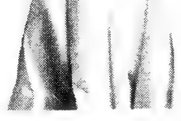

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THIS ART IS
PRE-SCREENED SIMPLY
SHOOT AS LINE ART

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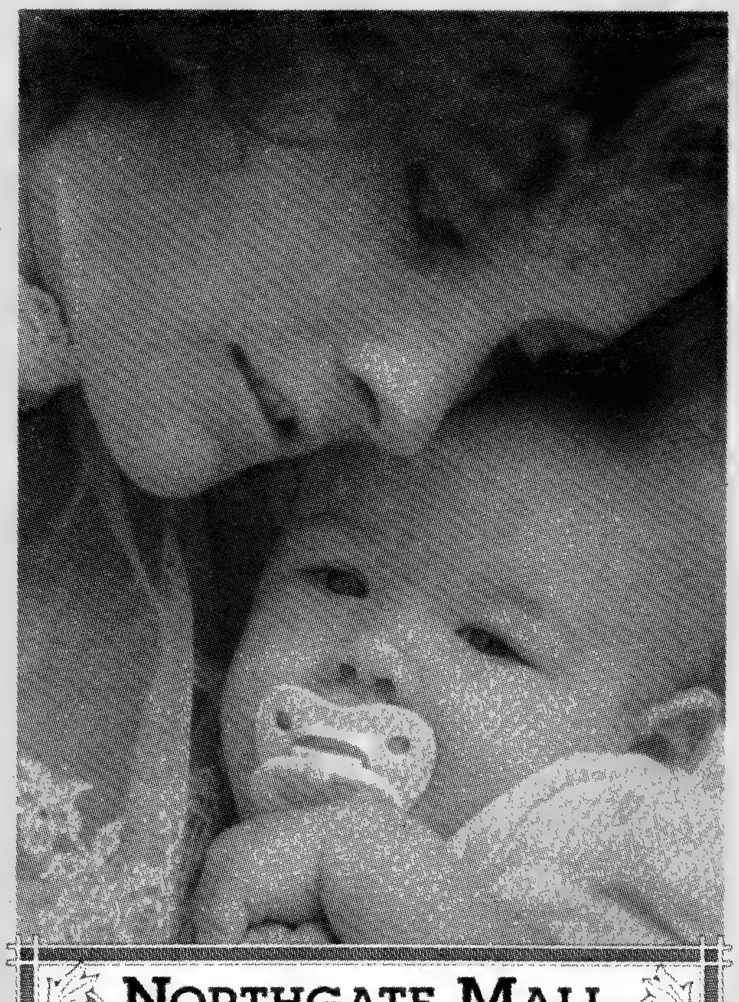
Mother's Day
Gift Guide

Good things come in Mall packages! Shop the many fine mall merchants to find the positively perfect gift for Mom. Find just what you're looking for in more than 40 stores.



Northgate Mall
4700 N. Pine Pkwy. • M-S 10-9, Sun. 12-5

Look inside for hundreds of great gift-giving ideas for your Mom

Cover (13" x 21") for Mother's Day special newspaper section combines duotone with antique-style border. Shown here at 62% of actual size.

Breakfast 2 for 1

Get two regular breakfasts for the price of one with this coupon through 5/31/93.

Country Kitchen
Family Restaurant

Lunch 2 for 1

Take a friend to lunch! Now through May 31, 1993, present this coupon and receive two lunch entrees for the price of one.

Country Kitchen
Family Restaurant

Dinner 2 for 1

This coupon, good through May 31, 1993, will get you two dinners for one price.

Country Kitchen
Family Restaurant

Now Serving All Three At
Country Kitchen
Family Restaurant 9389 W. Hickory

Just for Mom

Mom deserves the ultimate gift to make her feel pampered. A gift certificate for a haircut and style, facial, manicure, pedicure, and massage will make her feel great!

K T's Salon
584 N. Main
555-4788

MOM

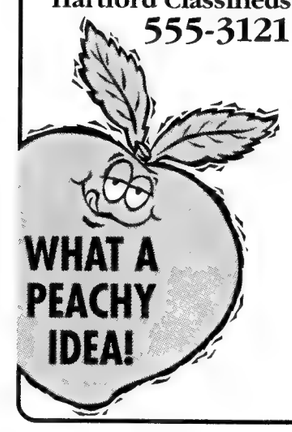
Treat your Mom to a meal fit for a queen!

Mother's Day Brunch Featuring
Quiche, tender roast beef, seafood linguini, fresh vegetables, rolls, beverage
$7.95 per person

Monks Eatery
837 E. Calla • 555-3915

Sell all that stuff you found while spring cleaning with the Classifieds. Your ad will reach over 50,000 readers seven days a week!

Hartford Classifieds
555-3121



Hot deals on used trucks, cars, vans, boats, RV's, furniture, antiques, and more are available every day in the Classifieds!

Hartford Classifieds
555-3121

Antique Show & Sale
Memorial Day Weekend

Saturday	Sunday	Monday
10 a.m. - 6 p.m.	Noon - 6 p.m.	10 a.m. - 6 p.m.

Admission $3.00 • Fairfield Convention Center
Over 200 selected antique dealers on display!

It's Not How Much You Spend, It's How Much You SAVE Every Day

Finding the best price on any item is easy when you know where to shop. You get the lowest price on every item, every day. No gimmicks, no special sales, just the lowest prices you'll find anywhere.

LeeMart 4563 W. Renwick Dr.

Summer Softball Sign Up

Sign your child up for the Park District's Summer Softball League. This year's season runs from

May 24 through July 31

Sign up Saturday, May 15, from 10-3

Teams are available for
- Pee-Wee League
- Boys, Girls 6-8 years
- Boys, Girls 10-12 years
- Boys, Girls Teen Teams

Carson Park District

Fine Furniture reduced 15% to 50%

Deco-style armchairs
Choose from a variety of upholstery fabrics
Reg. $550 — $400

Overstuffed loveseats
In your choice of blue, sand, or black damask fabric
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Choose from oak, cherry, or black wood finishes
Reg. $375 — $250

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You pick the sofa style and upholstery fabric
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Antique and mission-style solid oak sets
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Four-posters with dresser and nightstand
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Our ProMaintenance team performs all these car services:
- 1-hour oil change
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Appointments required for tune-ups, brake service, and wheel balancing.

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BLACK PLATE

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COLOR PLATE

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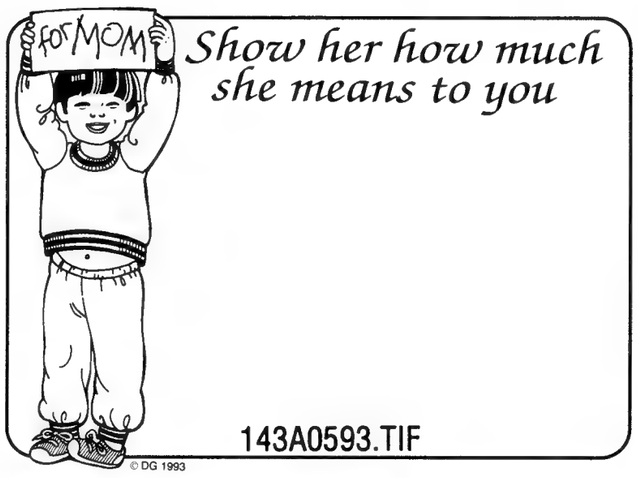

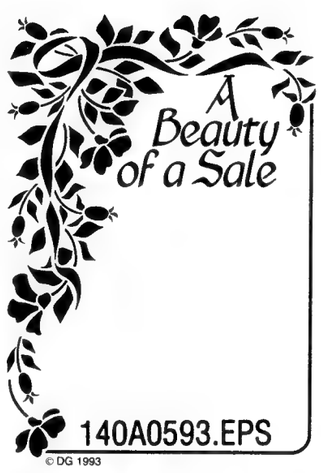

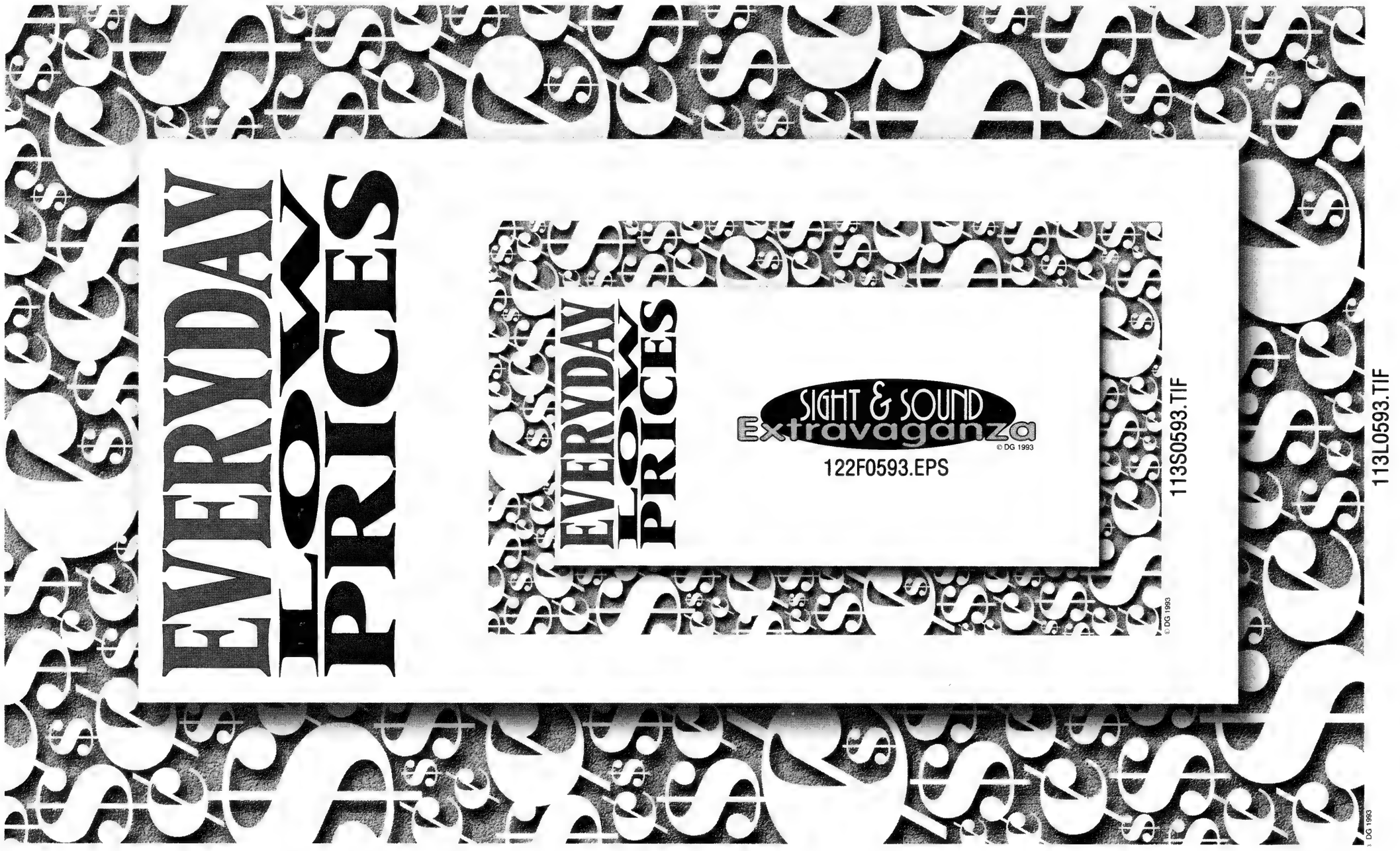

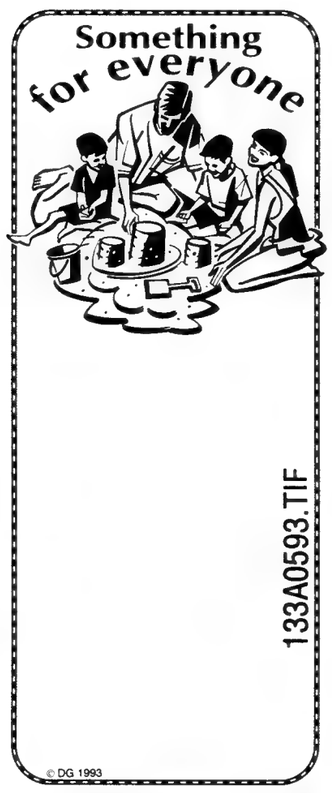

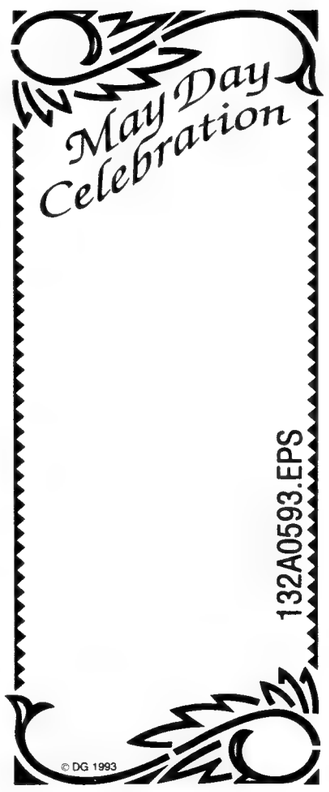

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CELEBRATION Sale

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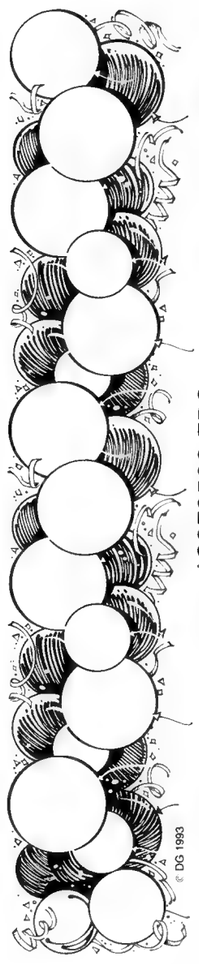
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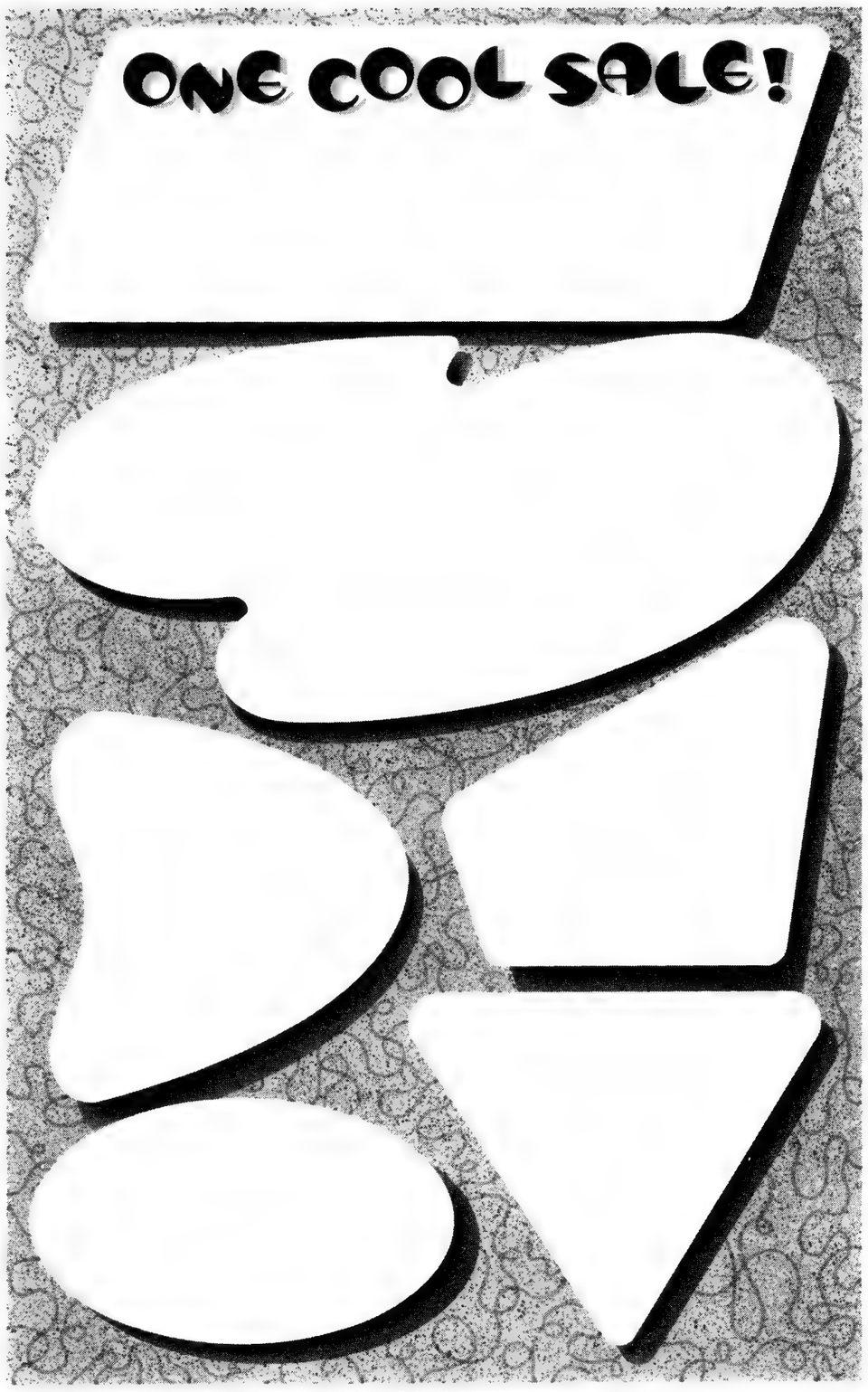

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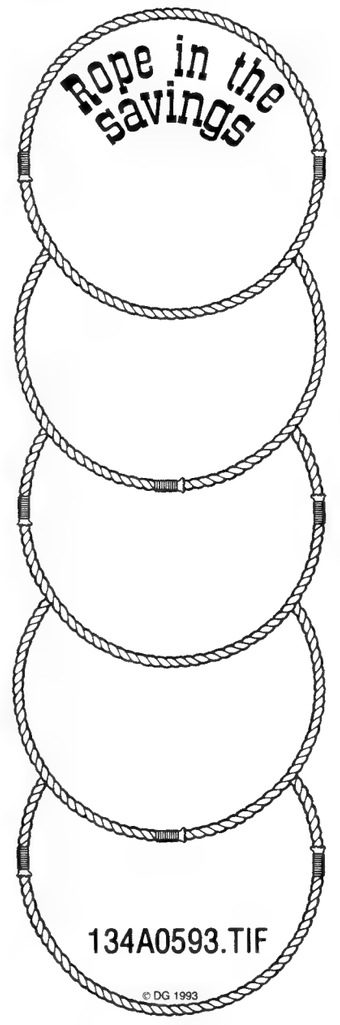

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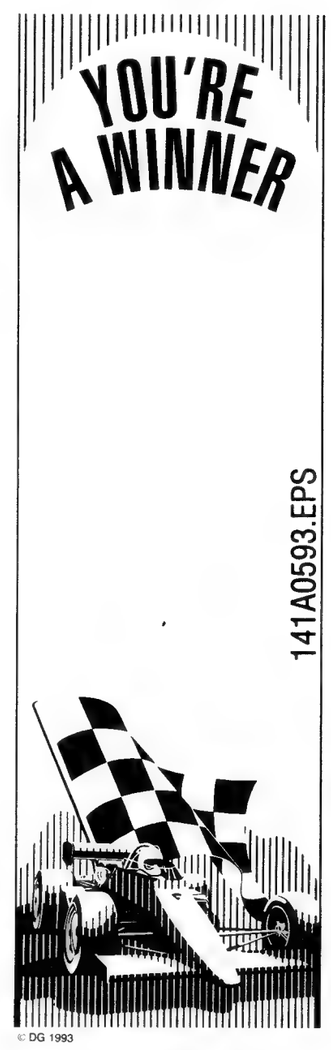

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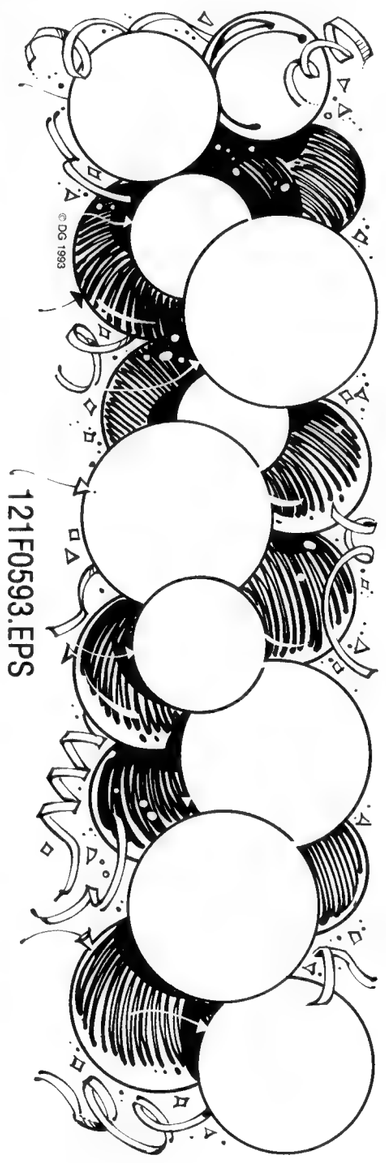

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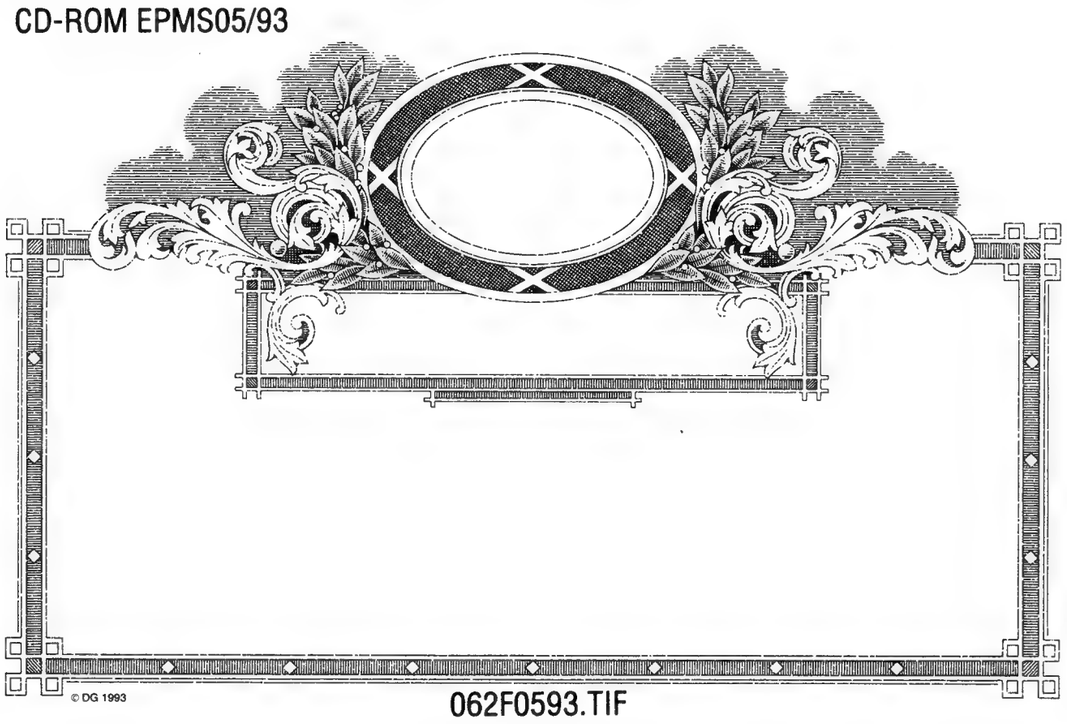
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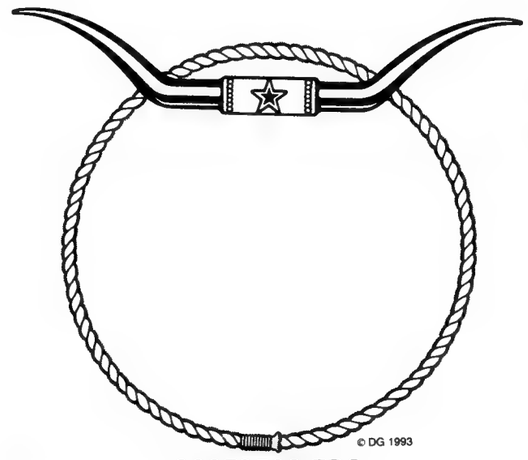
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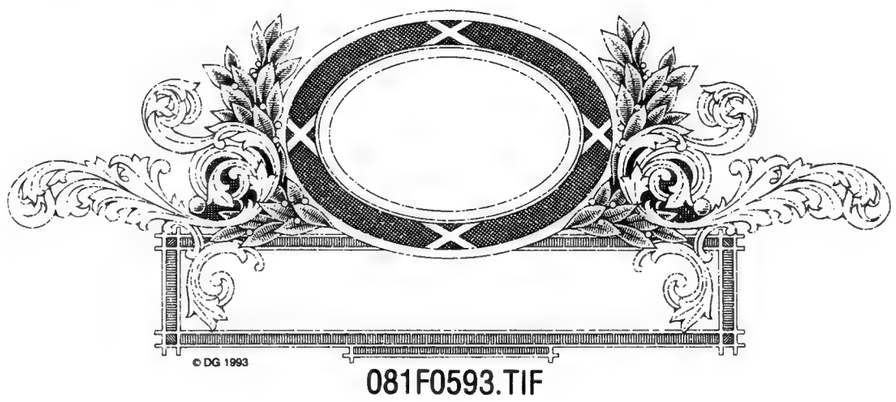
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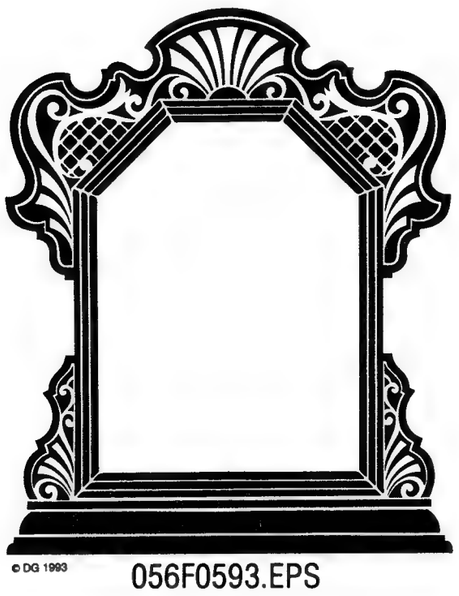
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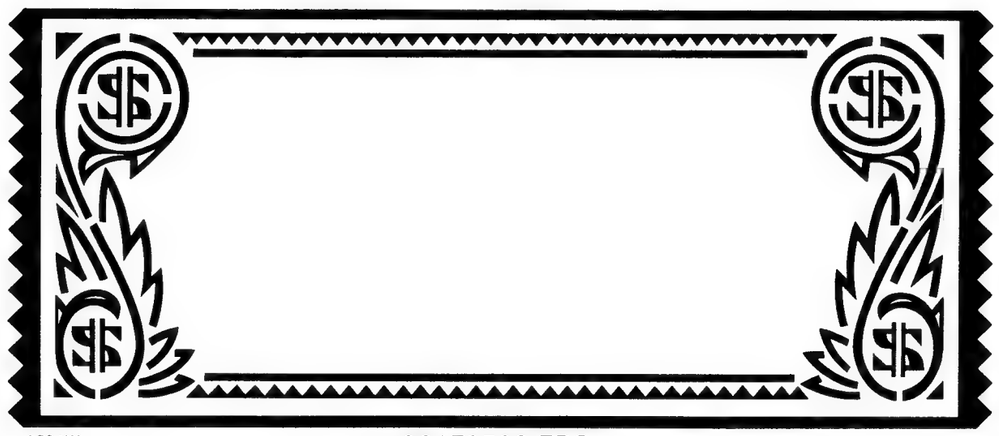
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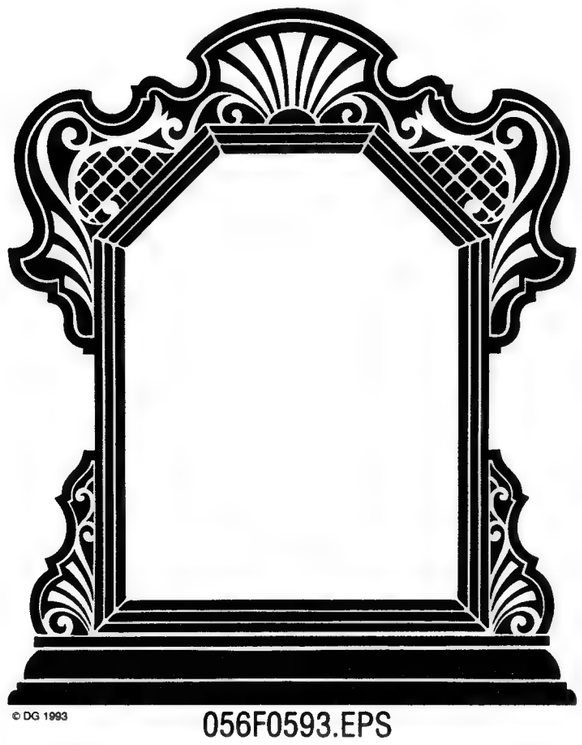
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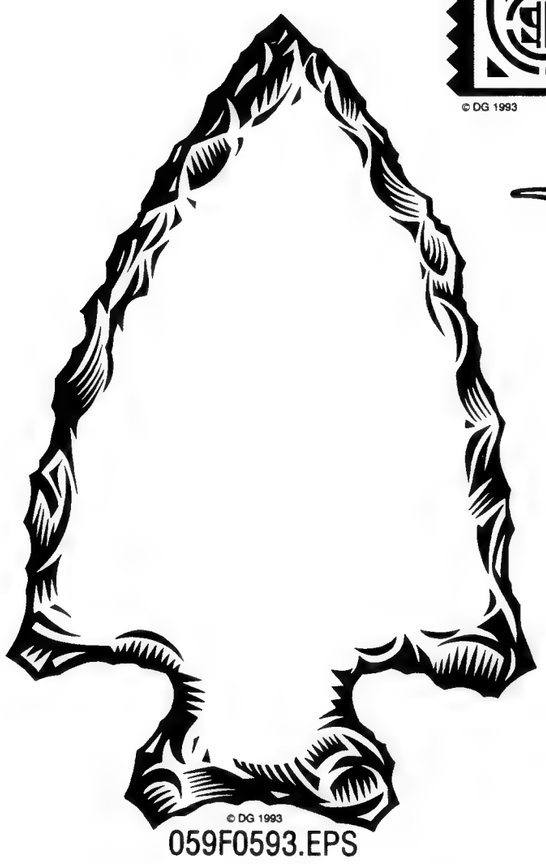
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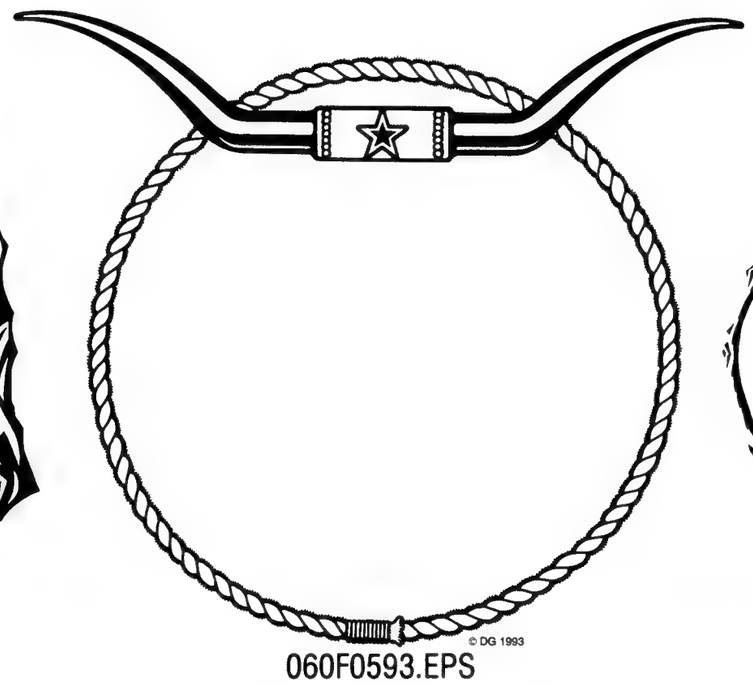
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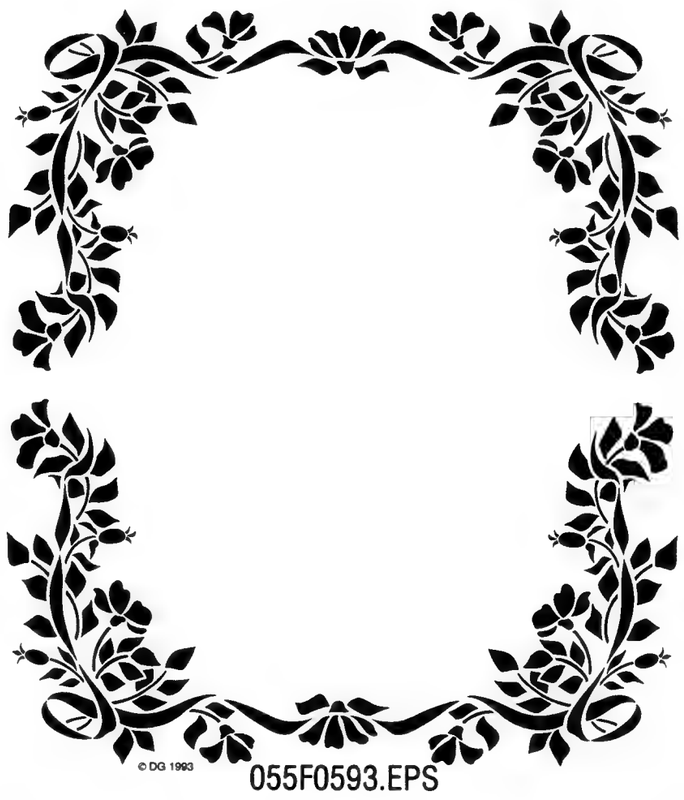
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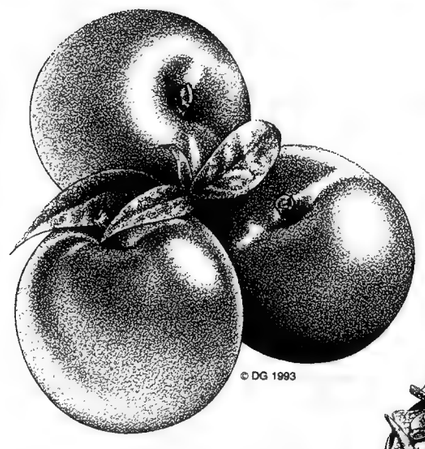

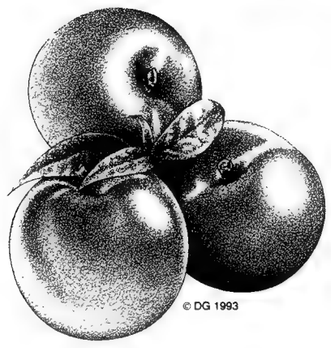

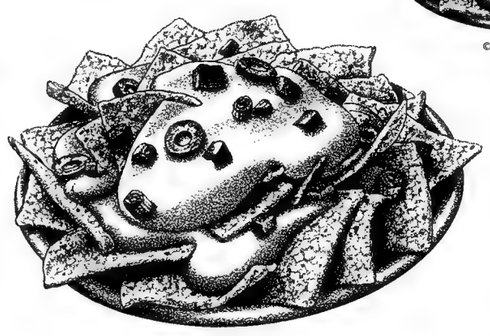

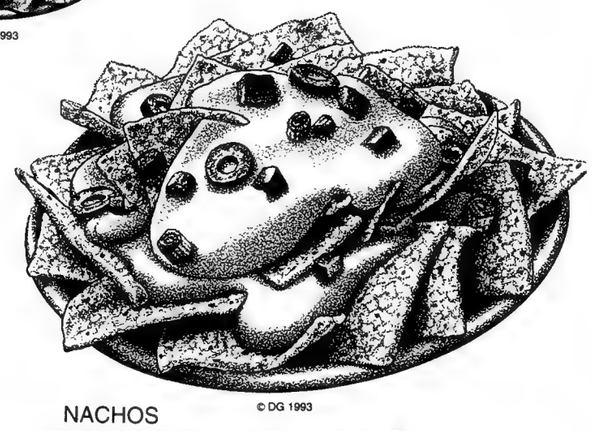

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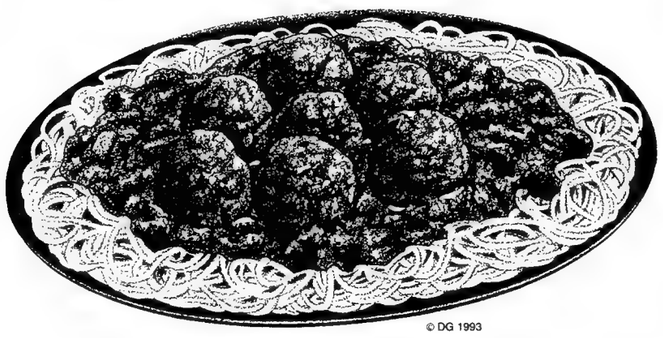

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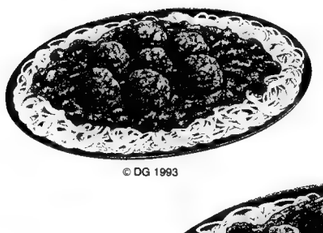

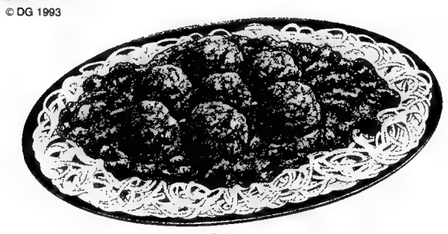

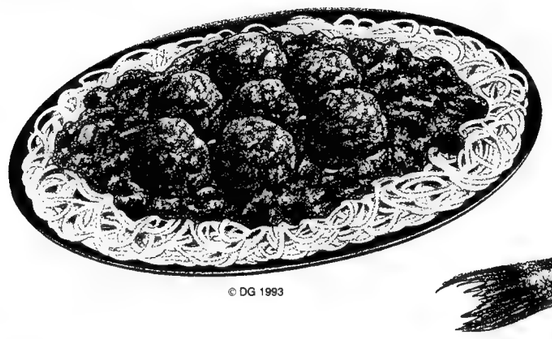

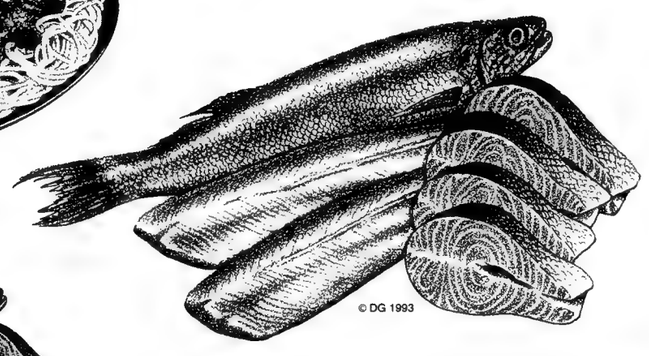

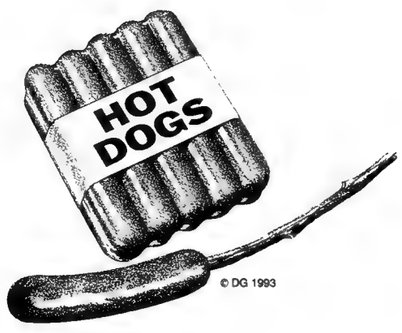

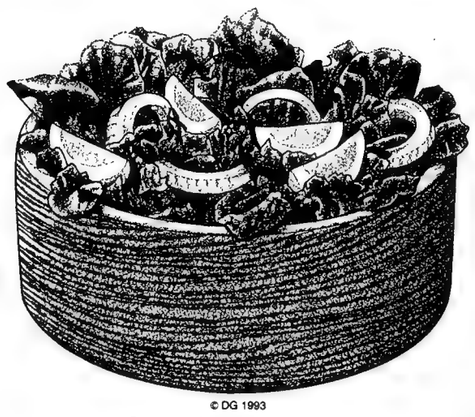

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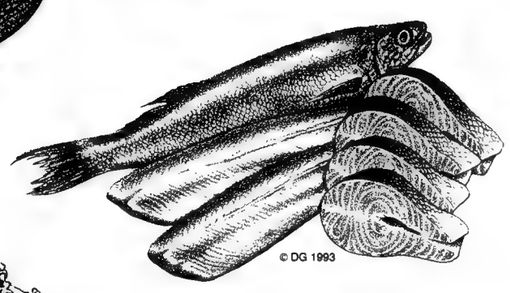

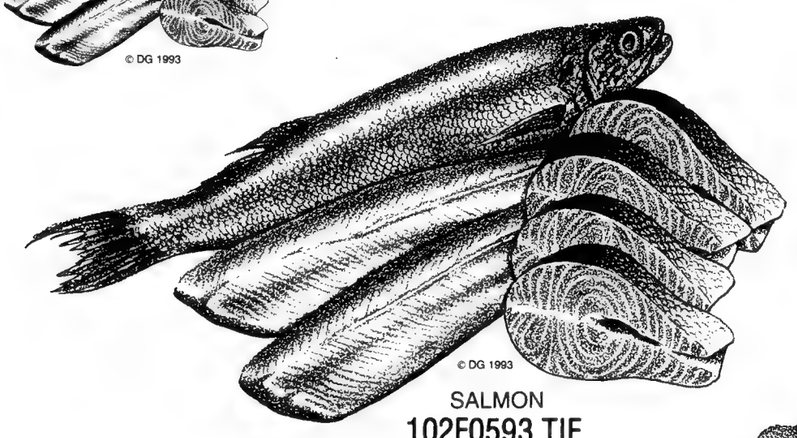

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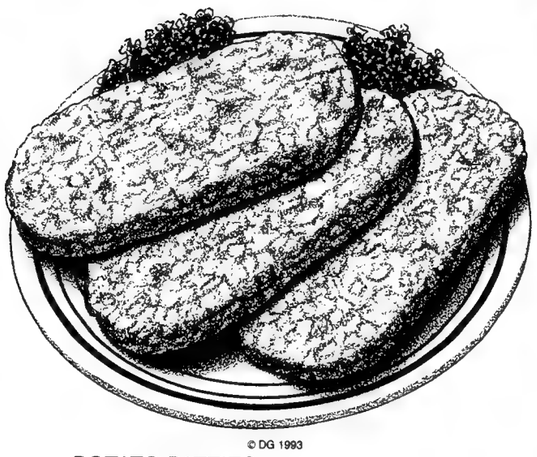

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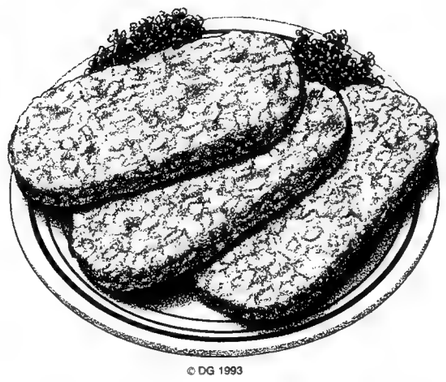

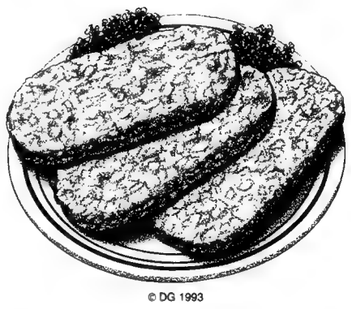

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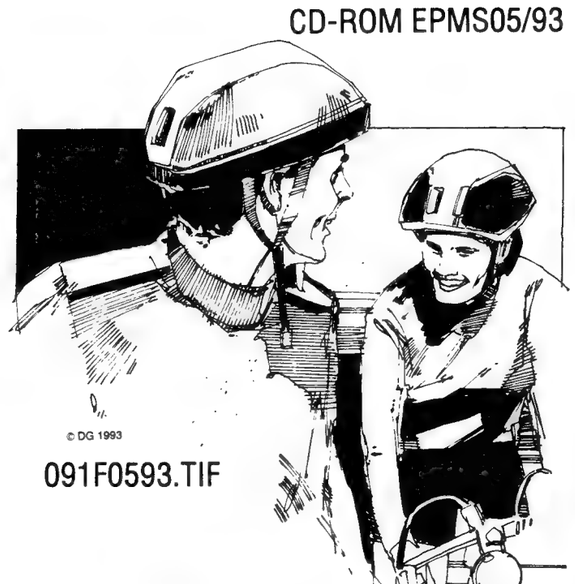

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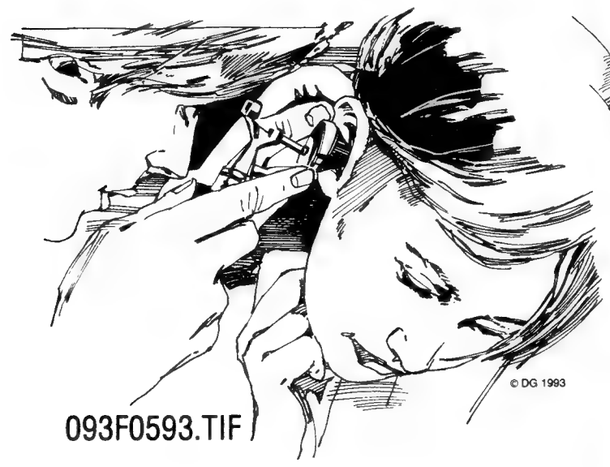

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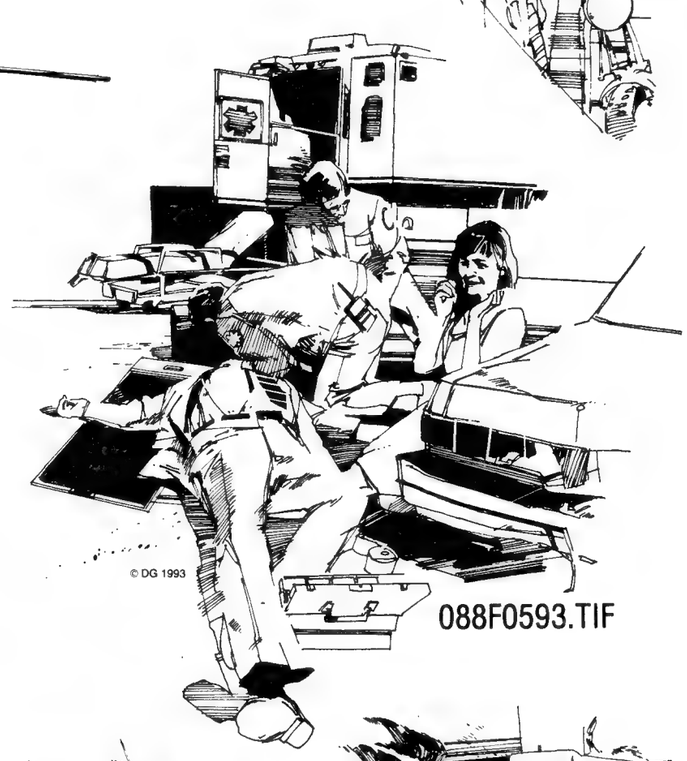

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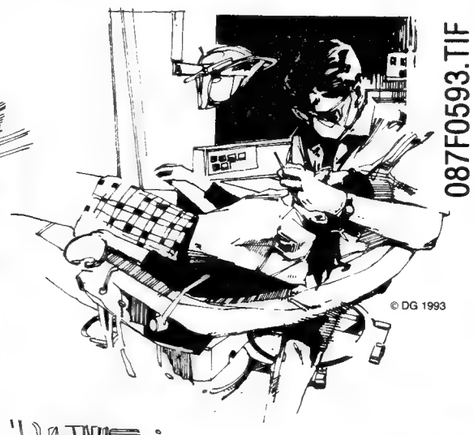

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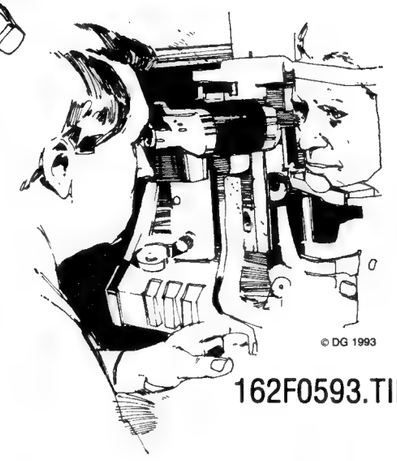

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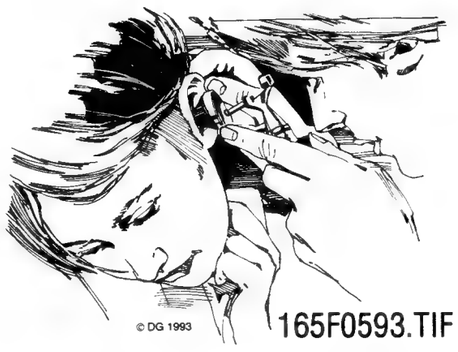

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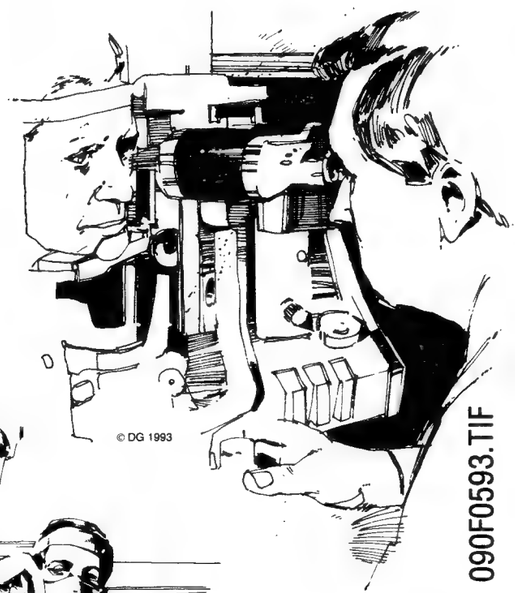

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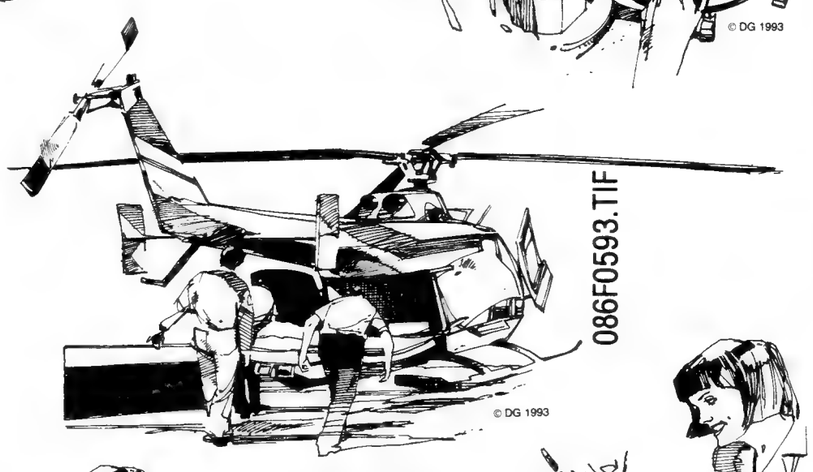

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DELICATESSEN

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AUTO PARTS

AUTO PARTS

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BEAUTY SHOP

BUSINESS & COMMERCE

An ongoing series depicting the workings of the business and professional community. If you have the need for a specific business or commerce illustration, please contact us. We appreciate your suggestions!

106F0593.TIF

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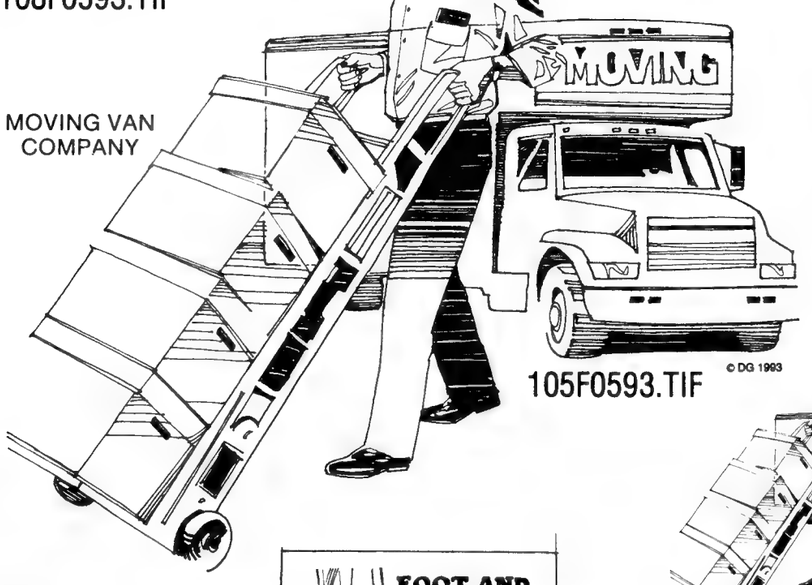
MOVING VAN COMPANY



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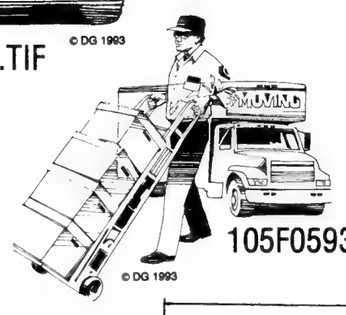

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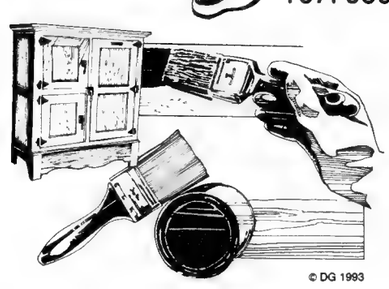

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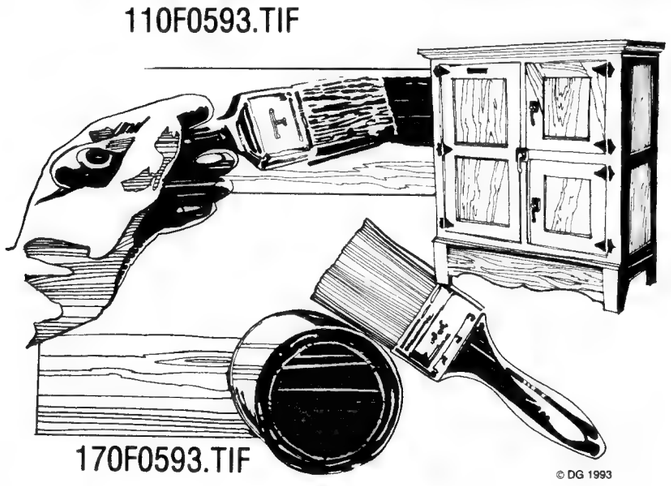

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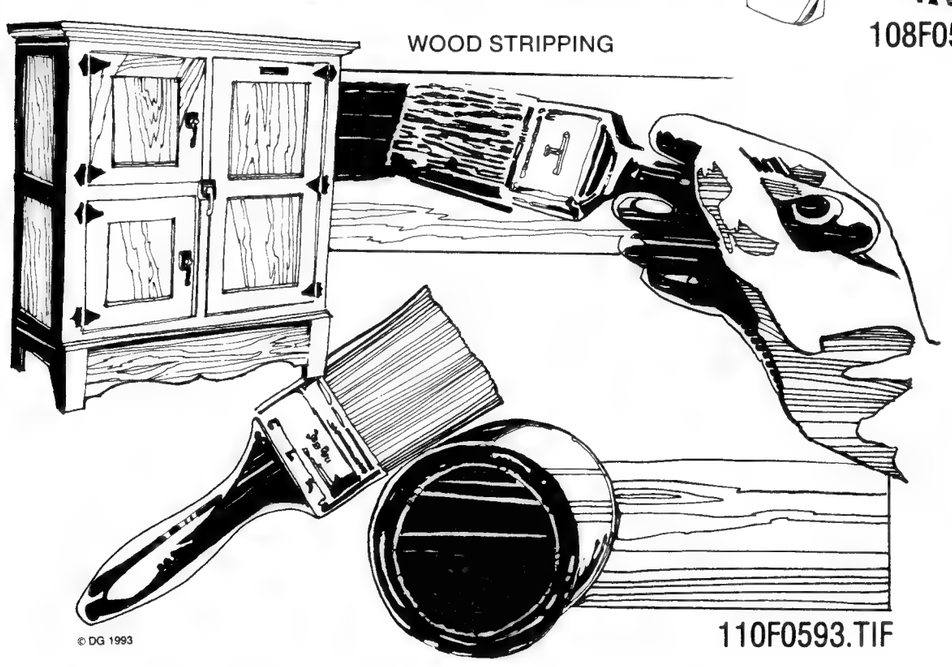

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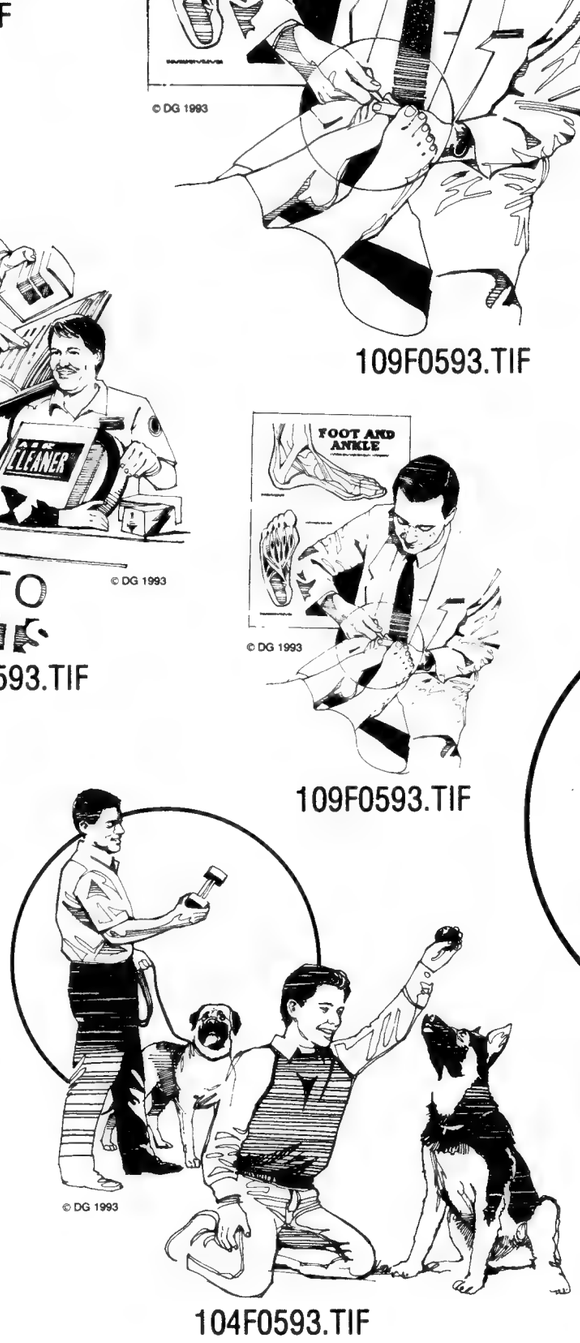

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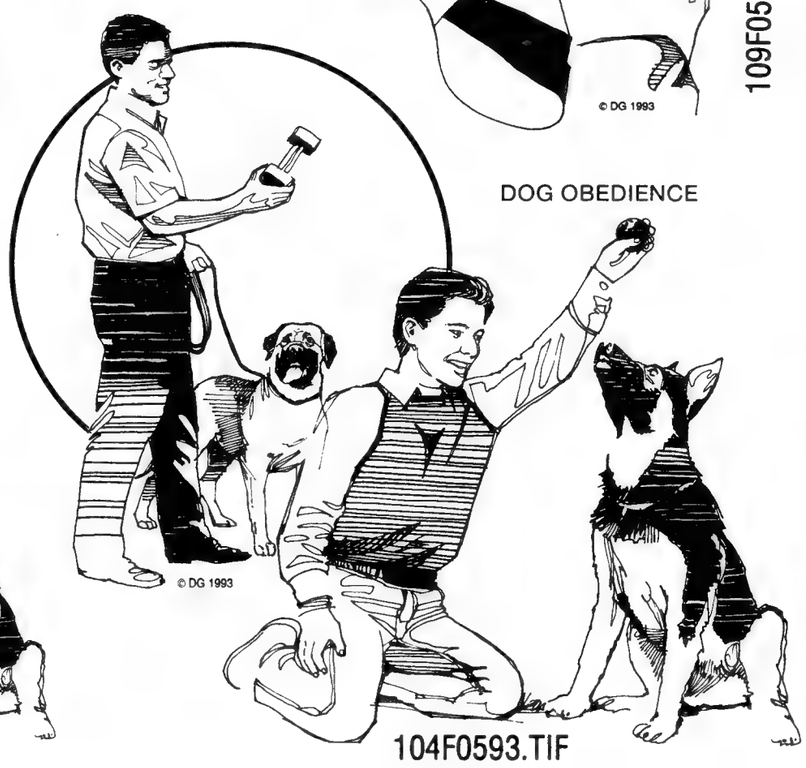

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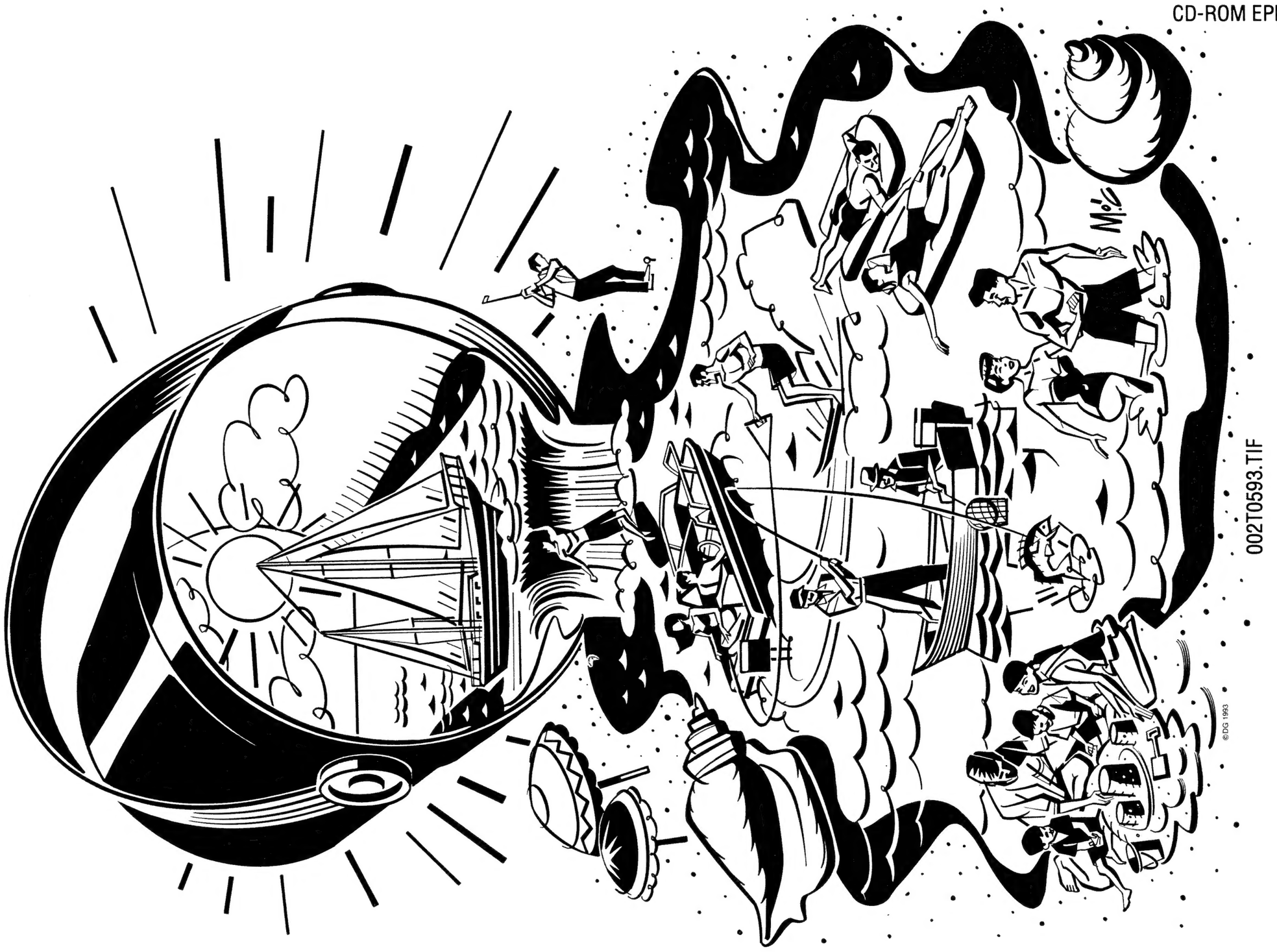
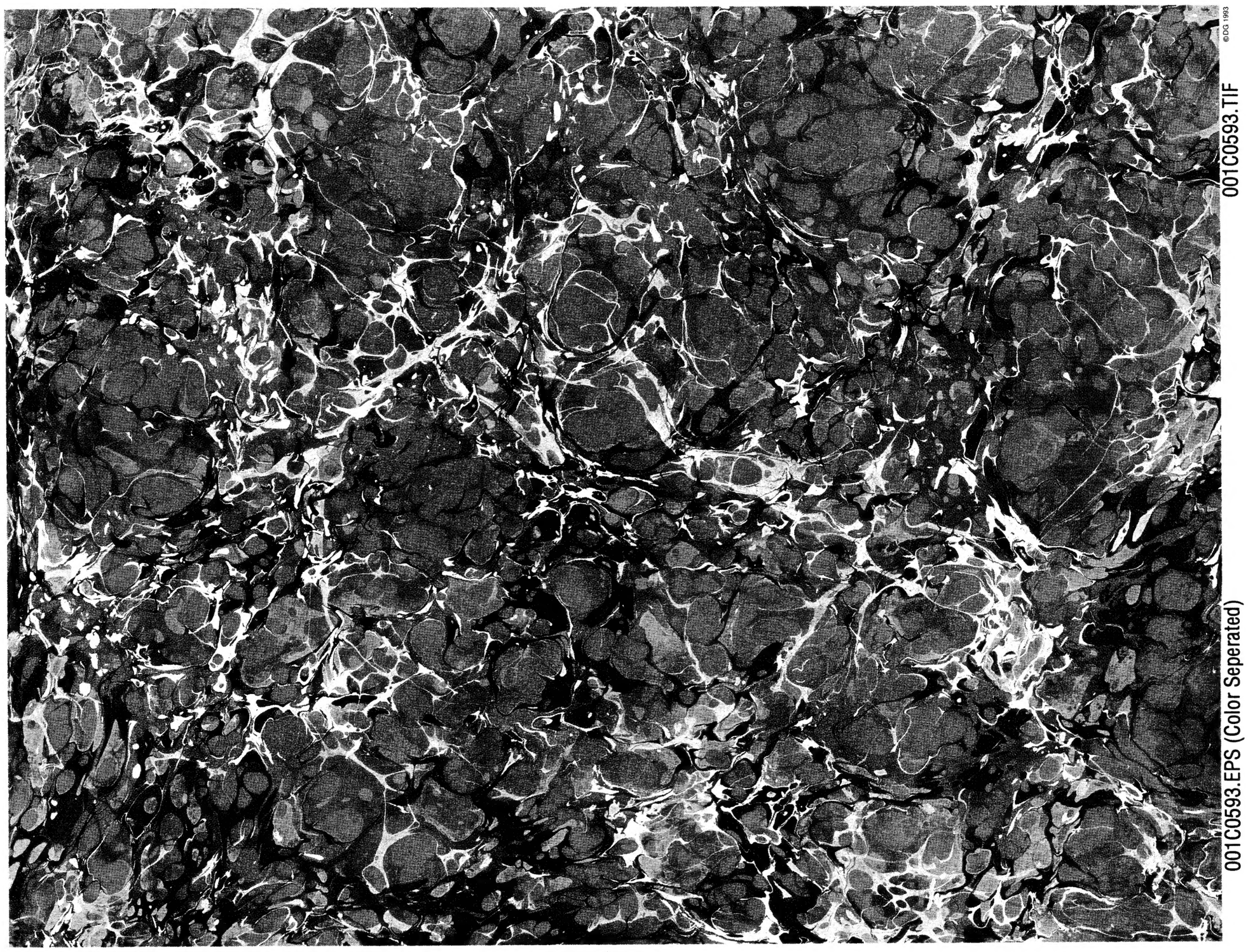
Note: Numbers identify images for Electronic PMS subscribers.



Shown below is the full color proof of the color separations appearing on pages 27 and 28.



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• YELLOW PLATE

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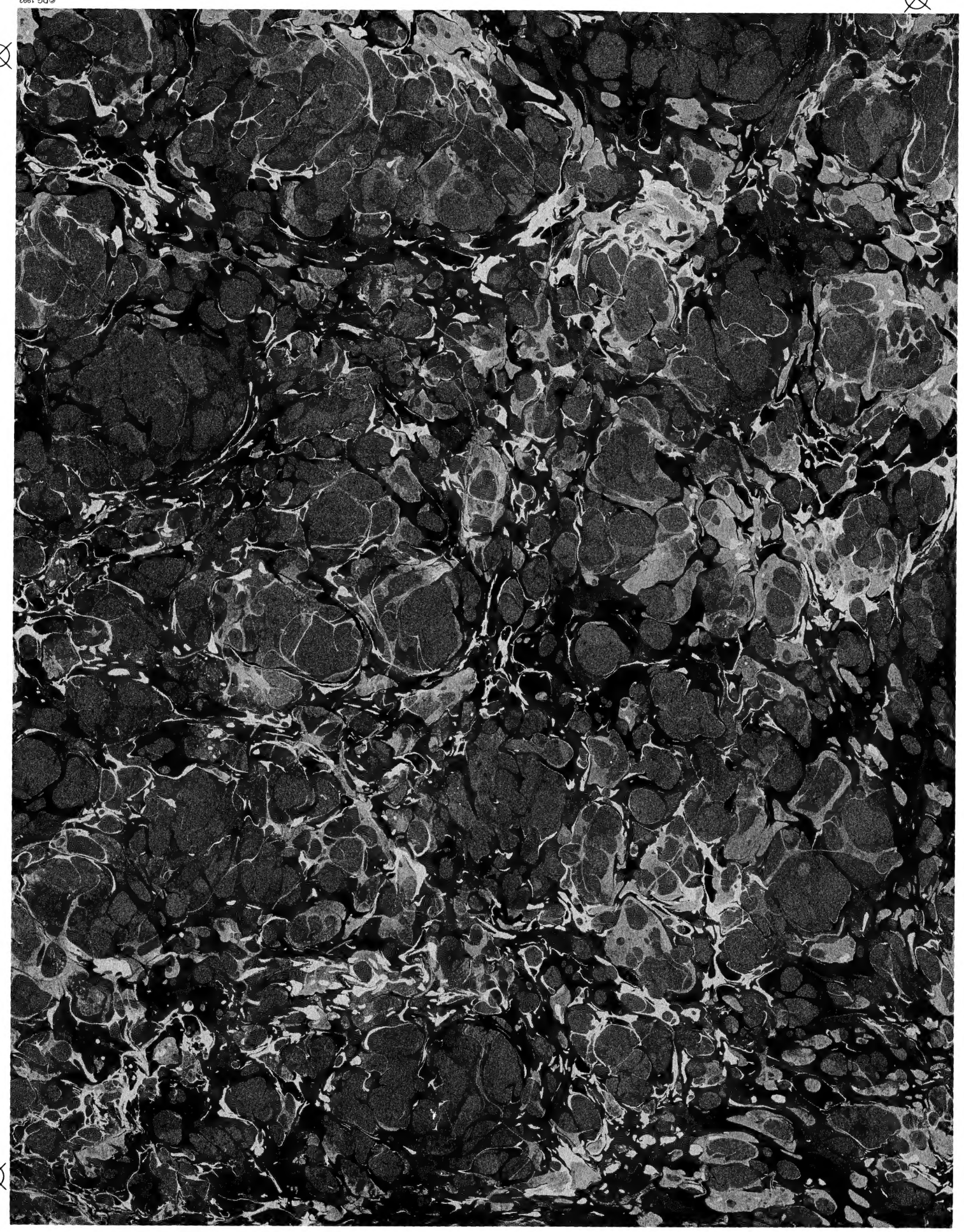

• RED PLATE

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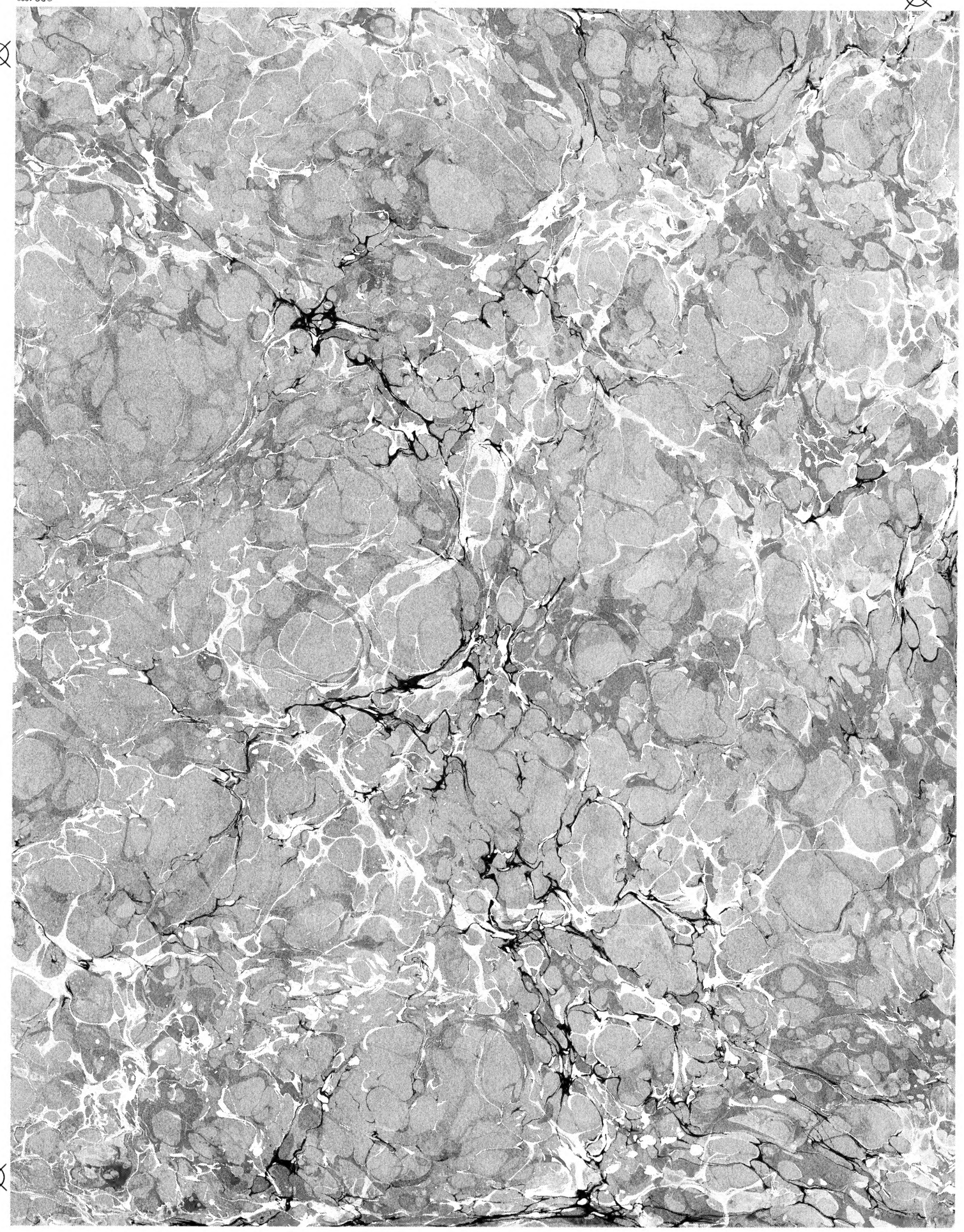

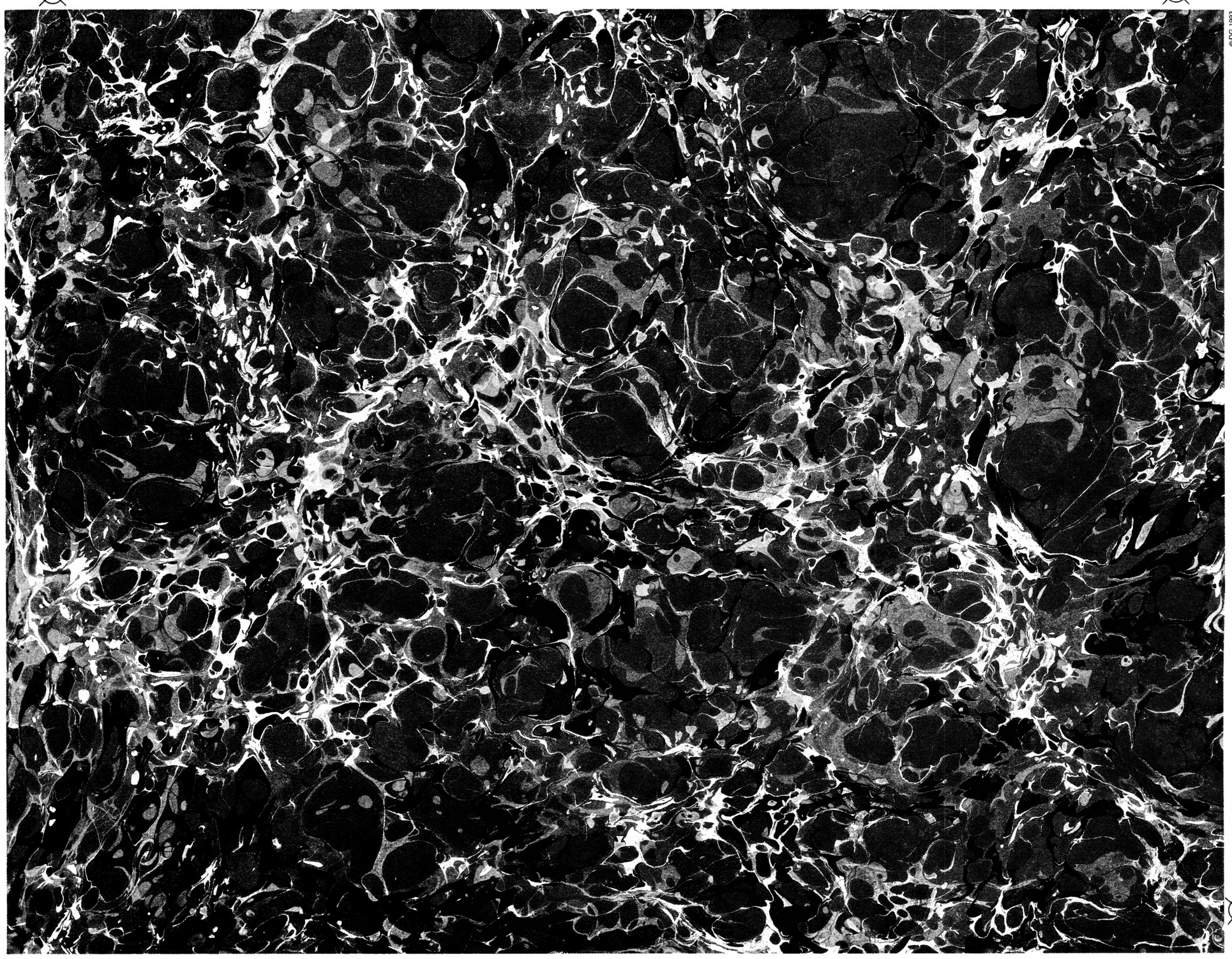

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• BLUE PLATE

This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.

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• BLACK PLATE

• •POCKET $25.00• •

Send us the projects you've designed using *PMS* art and pocket $25.00 each time your entry is selected as a winner in the *Tearsheet* Case History contest! New winners are chosen every month (based on originality, creativity, and quality) for publication in *Tearsheet* magazine. Monthly winners also receive a hand-lettered award certificate. Enter as often as you wish. No limit to the number of entries per person. No deadlines. No entry fees. Use the coupons below and enter now.

NOTE: Each entry is acknowledged by letter. Monthly winners will be notified two to three weeks *after* publication.

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1. You must be a current *PMS* subscriber and your entry must include some *PMS* art.

2. Use the coupons below to enter as often as you wish. Please attach one to each entry and fill them out completely. Include comments explaining techniques, purpose, and other relevant information.

3. Please do not use staples or fold your entry. We also ask that newspaper entries not be mounted.

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